# Dallas

March • 1958



In This Issue:

GEORGE MIFFLIN DALLAS

A Mystery Restudied

THE DALLAS URBAN REGION

New Marketing Concept

The mark of a man's success is evidenced by the Cadillac he drives . . . so won't you consider Motordom's Masterpiece, a Lone Star Cadillac?

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Enablished

1000 Padai

1869 Padgitt Bros. Company

Leather Goods — Wholesale and Retail

1872 Dallas Transit Company Street Railway

1874 Bolanz & W. C. (Dub) Miller

1875 First National Bank in Dallas

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

1884 The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing
Steel and Machinery Repairs

1887 Buell & Company

Building Material Distributors

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products



PRINTED wrapping paper for grocers was a big advertising item back in the early years of this century when this picture was made of the Texas Paper Company, then located at 1200 Patterson on the present site of the new addition to the Dallas Times-Herald. Founded by Rudolph Leibman in 1884, this firm had a large battery of printing presses for the printing of custom jobs for butchers, bakers, grocers and what not. Now a division of the Pollock Paper Corporation, this plant marks the spot where Lawrence Pollock began his career in the paper industry as an office boy. Prominent in Dallas printing at the same time was J. M. Colville & Sons, founded in 1890. Two years later, Wm. S. Henson, who was to play a major part in Dallas development as a graphic arts center, was born in Liberty, Kentucky. Coming to Dallas in 1916 he served on the staff of the Dallas News and later became associated with Fred Johnston. In 1930 he became vice-president and general manager of J. M. Colvlile & Sons and in 1942 the name was changed to Wm. S. Henson, Inc. Bill Henson played a major part in making Dallas known for production of fine printing. The plant has carried on this tradition, winning "Oscars" in the industry for fine production. Now in its sixty-eighth year, the firm is headed by Lloyd Gilmore, president; Roland J. Cazes, vice-president; Tony Teranella, vice-president, secretary and treasurer, and Coke G. Morrison, vice-president and plant superintendent.

### **Business Confidence Built on Years of Service**

Old firms like old friends demonstrate their worth by dependable service through long periods of presperity and adversity. The Dallas business planeers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

Sparkman-Brand Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge Printing Company

Printing, Lithography, Engraving,
Office Supplies

1900 John Deere Plow Company Agricultural Instruments

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807 Boston Gear Works Division 1880 Industrial Supply Division 1907

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service 1904 T. A. Manning & Sons

Insurance Managers Fire — Casualty

Rubenstein & Sons, Inc.

Gulf Princess, Ready To Fry Breaded Shrimp Lady Rita Shelled Pecans

1910 Moser Co. Realtors

> Industrial and Commercial Leases and Sales

1911 Graham-Brown Shoe Company Manufacturing Wholesalers .

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THOMAS J. McHALE Advertising Manager

JOHN E. STITT Advertising Associate

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ON THE COVER: The color reproduction on the cover is from a rare portrait of George Mifflin Dallas in the Philadelphia Historical Museum. Dale Miller's article (page 7) covers the question of whether John Neely Bryan had this Vice President in mind when he named the city, "Dallas."

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**VOLUME 37** 

NUMBER 3

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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The major difference between banks of today is the way people are treated.

Ben Wooten

\*Advisory Directors

83rd year of growth through service to people



# NATIONAL BANK in Dallas 🐵

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALE MILLER'S

### WASHINGTON

REPORT

### The Honorable Mr. Dallas



A mystery that has tantalized historians and researchers of Texas for many years, and is still unsolved, involves the origin of the name of the City of Dallas. Why was the tiny and remote trading post established on the banks of the Trinity River by John Neely Bryan called Dallas? Many authorities have long believed that the little community was named for George Mifflin Dallas, who was elected Vice President in 1844, just prior to the admission of Texas into the Union, but others dispute that contention, maintaining that Bryan's outpost on the Trinity was already known as Dallas by that time and that the new Vice President was not sufficiently prominent prior to his election for Bryan to have know enough of him to have so named his frontier hamlet.

Interestingly, those authorities who dispute the claim that the City of Dallas was named for the Vice President are generally in accord that the County of Dallas was named for him. The small community was first a part of Nacogdoches County, early postal records disclosing a "Report of Chief Clerk of General Post Office, December 2, 1844 - Nacogdoches County - Dallas - J. N. Bryan, Postmaster;" but meanwhile the Polk-Dallas ticket in the presidential race of that year was campaigning on a slogan of "Polk and Dallas, Texas and Oregon." Thus, it is believed by those authorities that when Dallas County was later carved out of Nacogdoches County it was presumed by the Legislature that the community must have been named for the Vice President, so the county could likewise be so designated. In general support of that point of view is the fact that in Oregon there is a Polk County, the county seat of which is Dallas.

Still, the conviction persists among many historians that Bryan did in fact name his community for George Mifflin Dallas. In an effort to shed some light on the intriguing mystery I have spent many hours recently in the Library of Congress, examining old and rare manuscripts, brittle and yellowed pages containing speeches and writings of Dallas, his eloquent letters and passages from his inter-

mittent diaries, not to mention considerable biographical material gathered from a number of sources. The research has proved fascinating, and I feel that I have come to know rather intimately this unusual man and the significant times in which he lived. I should say at the outset that actual proof that our city was, or was not, named for George Mifflin Dallas is still elusive, but a preponderance of circumstantial evidence has induced, in me at least, a supposition that amounts almost to a conviction.

George Mifflin Dallas was born in Philadelphia on July 10, 1792, the son of a distinguished lawyer-statesman who held a number of high public offices and ultimately became Secretary of the Treasury of the United States. George Mifflin was the second of three sons, the youngest eventually becoming a Judge in Pittsburgh and the eldest a Commodore in the United States Navy. (It should be said in passing that there is some speculation that Bryan's community could have been named for this naval officer, since Commodore Dallas is known to have put in at Louisiana and Texas ports in the early 1840's.)

George Mifflin attended several exclusive private schools as a child, and then was graduated from Princeton College in 1810, "receiving the first honor, and delivering the valedictory address, in which the early graces of his oratory attracted much attention." (It is worth noting that in this same year John Neely Bryan was born in Tennessee.) George began the study of law in his father's office, but when the War of 1812 was declared he promptly volunteered. He was in the service only a short while, however, before Albert Gallatin conscripted him as his secretary on a peace mission in Europe. Though only 21 at the time, he distinguished himself brilliantly in a delicate diplomatic role, profoundly impressing President Madison to whom he reported on his return "in lodgings near the smouldering ruins of the presidential mansion, which the British had lately given to the

His eventful experiences in England included, incidentally, a number of visits

with his kinsmen, an uncle, R. C. Dallas, and a cousin, Lord Byron, the latter writing in his journal at the time: "Dallas's nephew... is arriving in this country and tells Dallas that my rhymes are very popular in the United States. These are the first tidings that have ever sounded like fame to my ears... To be popular in a rising and far country has a kind of posthumous feel, very different from the ephemeral eclat and feteing, buzzing, and party-ing compliments of the well-dressed multitude."

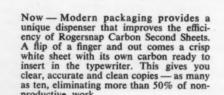
George served for a time in the Treasury Department with his father, but he was eager to begin the practice of law, so he soon returned to Philadelphia. "His rise in the profession was rapid and brillant," a biographer reported. Though "he sought no office that would withdraw him from his profession," he held many important positions during subsequent years, principally in his home city, including Deputy Attorney General for the City and County of Philadelphia, District Attorney of the United States, Solicitor of the Bank of the United States, Commissioner of Bankrupts, Attorney General of the State of Pennsylvania, Solicitor of the County of Philadelphia, and Mayor of Philadelphia.

In 1831 he was appointed to fill a vacancy in the Senate of the United States, but when the term expired two years later he declined to stand for reelection, choosing instead to return to his law practice and the public offices, he periodically held in his native city. In 1837, however, he acceded to the wish of President Van Buren that he become Minister to Russia - and the farewell dinner accorded him in Philadelphia "by the Bench and the Bar" must have been a memorable experience, "How shall I put down a correct idea of the dinner given to me?" he wrote. "Nothing more appropriate, elegant and well attended can be imagined . . . The presentation of the gold snuff box, and my brief reply, were followed by a state of feeling as rare on such occasions as indescribable. I do not believe that out of a company of eighty, there were two persons who did not shed tears. As to my own excitement and intense gratification, I can never forget them, as long as I live."

George Dallas served with distinction in Russia (he had a natural aptitude, but no affection, for diplomatic life). Though there is much of interest that could be recounted concerning his experience there, we can content ourselves with this eloquent passage from his diary, which affords a clear insight into his character and his love of country:

"No one can imagine with what un-





productive work



### Order Rogersnap Carbon Second Sheets in Dallas from:

Bennett's	1-3201
Campbell Office Supply Co.	1 8-1228
Cathey Office Furniture and Supplies, Inc.	1 8-3381
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Dorcey Co., Ray	11-4469
Dorsey Co., The	1 8-4511
Dowlen Office Scpply & Equipment Co	7-0274
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Johnson's Office Outfitters	1 2-4111
	1 2-6441
Vance K. Miller Co.	1 2-9091
Oak Cliff Office Supply & Printing Co	H 6-3274
Paper House, The	1 2-6030
Radke's Miracle Mile StationersE/	M 8-7369
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Shelby Office Supply Co	
Southwest Office Supply CoEA	
Suggs Office Supply Co	
Texas Office Furniture Co	11-9322

wearied delight I read the reports of our congressional proceedings and all American state papers. It is not merely a habit and a taste for this sort of matter, but when contrasted with what is seen and heard around me, the real tones of free government and liberal reason are like the witchery of the Aeolian harp. I must stay here very very long before I can acquire a relish for the unnatural condition of humanity that exists. It is all very well, while we are in the drawing room, or pampering our own vanities; there is an order, a tranquility and a selfishness about military despotism and its system which seem congenial to the idle and degenerate moments of our nature. But reared where and as I have been reared, and knowing how, occasionally at least, to think of something better than myself, and beyond my immediate circle, the great and glorious sound that break in upon the stillness of absolutism from across the Atlantic, act upon me as do the warblings of a flying bird upon one that listens in his cage. I am inclined to rise and sing also; I walk up and down, excited if not elevated; and my patriotism becomes the source of the keenest possible enjoyment. If an American wants to find out the way to love his country, her institutions, and her noble and athletic stand in support of liberty and universal happiness, let him come to some regions like these. . . ."

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It is not surprising that within two years Dallas asked to be relieved. When he returned to the United States he was offered the Cabinet post of Attorney General by President Van Buren, but he declined, again preferring to resume his law practice in Philadelphia. During the ensuing years his achievements in his profession enhanced his stature as a statesman, until, in 1844, he was nominated and elected Vice President. After four exceedingly active years in that office he returned again to Philadelphia. His last and longest term of service in public office was between 1859 and 1861 when he was Minister to England. He came back to the United States at the outbreak of the Civil War, and his writings during the period thereafter reflected the torment he suffered by the tragedy that had befallen his beloved country. He died on the last day of

It would seem to be apparent, from the brief recital of the career milestones in the life of George Mifflin Dallas, that there could scarcely have been any point of contact between the learned scion of Pennsylvania aristocracy and the young frontiersman from Tennessee by the name of John Neely Bryan, who was trading with the Indians in an Arkansas wilder-

ness and establishing a crude trading post on a Texas frontier, while the distinguished jurist was practicing law in a sophisticated eastern city when not engaged in political life in Washington or in diplomatic life abroad. The threads of their divergent lives would seem never to have converged. And yet - there are impulses radiating from the known facts of Dallas' life that strongly suggest to the researcher that some point of contact must have existed — not necessarily a personal or physical contact, perhaps, but at least an emotional or ideological contact that was sufficiently strong to have caused young Bryan to name his distant outpost Dallas.

To begin with, there is enough evidence, in my opinion, to substantiate the conviction that George Mifflin Dallas must have been well known by reputation in the Republic of Texas before Bryan's little community on the Trinity was named. He was one of the earliest and most aggressive exponents of Texas' annexation. As early as 1839, if not before, "his warning voice was raised against the encroachment of England on the west, and he was among the very first of our statesmen to vindicate the policy and justice of guarding against her approaches on the south by re-annexing Texas to the Union." This biographer of the period, citing other examples of Mr. Dallas' zeal on this subject, asserted that on the topic of Texas "Mr. Dallas has been far in advance of his party friends." Another statesman of the times saluted Mr. Dallas, shortly after the annexation of the Lone Star State, "as the early and constant friend of our now sister Texas."

Since Texas' principal objective during its years as a Republic was to bring about eventual annexation to the United States - and since one of the most active and vociferous exponents of annexation was this "early and constant friend" of Texas—it seems scarcely conceivable that George Mifflin Dallas was unknown to the frontier prior to his election to the Vice Presidency in 1844. Indeed, his vigorous advocacy of western expansion contributed substantially to his nomination and enhanced the popularity of the ticket on the frontier. Thus, the circumstance that the community of Dallas in Nacogdoches County had its name prior to the time that George Mifflin Dallas actually became Vice President does not, in my opinion, militate against the possibility that the community was named for him. If his political philosophy, which was popular on the frontier, was sufficient in the early 1840's to win him the Vice Presidency of the United States, it could likewise have been sufficient to have won him a namesake village in the Texas of which he was a friend.

It is a rather remarkable fact that this aristocratic Philadelphian was such an extreme expansionist that he not only was among the first to agitate strongly for the annexation of Texas, but he anticipated the day when the United States would encompass virtually all of North America. Many of his writings disclose an enthusiastic espousal of such a cause, as for example this letter written in 1845 (shortly after the annexation of Texas had been assured) and addressed to an organization of Young Democrats who were preparing to observe the Fourth of July in Philadelphia:



GEORGE MIFFLIN DALLAS

### Portrait of a statesman: Was Dallas named for this "early and constant friend" of Texas?

"Three new members are on the threshold of our national confederacy - one of them an independent foreign sovereignty, voluntarily annexing herself to our glorious Union. Of a truth this 4th July is worthy of the one of '76. Could it have entered into the hearts of our sires but seventy years ago, that the Republic they were founding would, at this period, embrace such vast and various regions as Florida, Iowa and Texas? Does it enter into the hearts of any of you, young Democrats, that you may yet fraternize in reading the Declaration of Independence on the 4th of July, with fellow citizens from Mexico, California, Canada and Cuba? Let but the progressive march of virtuous liberty be unimpeded and such an event may be anticipated by all of you."

He was also far ahead of his time in urging construction of a canal connecting the Atlantic and Pacific Oceans. "During his Vice-Presidency," a biographer wrote, "Mr. Dallas prepared and published a letter on the project of a canal, from the southernmost part of the Gulf of Mexico, to the Tehuantepec Gulf on the Pacific shore; in which he discussed the whole subject of connecting the oceans through the isthmus, and the practicability and peculiar advantages of the project mentioned, to the United States. The letter had the effect of drawing extensively public attention to this question."

Mr. Dallas' political philosophy is pertinent to our consideration of the possibility and peculiar adventures of the must be remembered that in those remote times vice presidential candidates were not born overnight in proverbial smokefilled rooms. It was generally necessary for them to be widely known, and the process of becoming so, in those years that antedated the telegraph and the railroad (much less the radio microphone and the television camera), required a considerable length of time. Thus, most of the Vice Presidents who preceded Dallas were virtually household names, and four of the ten were subsequently elected President in their own right.

Consequently, merely because the passage of more than a hundred years has now veiled many of the events in which he prominently figured, we should avoid the pitfall of thinking that he was an obscure public figure at the time of his nomination in 1844. To assume that John Neely Bryan, who was literate and enterprising, knew who he was and what his political views were is a much more reasonable position. And once we acknowledge this probability, there is an overwhelming amount of circumstantial evidence which suggests that Bryan would have been mightily impressed with Dallas.

George Mifflin Dallas was something of a political anomaly of his times. Not only was this dignified Philadelphian an ardent expansionist, but his pronounced political convictions on all major issues endeared him to the West and South. He was an uncompromising believer in States' Rights, even to the entent of condoning slavery on the ground that the Constitution "positively prohibits any interference by one State with the institutions of another." He sided with the South and West in opposition to a high protective tariff, once risking political oblivion by casting the deciding vote in the Senate on that issue. The first presidential candidate for whom he vigorously campaigned was John C. Calhoun; the second was Andrew Jackson.

He courageously repudiated the stand of his eastern colleagues against develop-(Continued on Page 55) A new marketing area concept is emerging from the rapid growth of the Dallas and Fort Worth Metropolitan Areas. With Dallas dominating this market by every yardstick:

## It's the Dallas Urban Region

### by James A. Fitzpatrick

Chairman, Metropolitan Area Sub-Committee of the Business and Economic Research
Committee, Dallas Chamber of Commerce

The explosive growth in North Central Texas since 1940, centering primarily upon Dallas and secondarily upon Fort Worth, has given this region a concentration of population and business activity which make it a focal point of national interest—and has stirred spirited discussion over words which best describe this spreading pool of growth.

Since it is now the largest concentration of people and buying power in the southern half of the United States, east of Los Angeles, it assumes major importance in American business planning. It is a phenomenon which demands an accurate and practical name.

Market analysts have groped for the terminology which would accurately classify and describe the group of North Central Texas counties which share in the rapidly rising totals of people, payrolls, and volume of trade.

It has been loosely called the Dallas-Fort Worth Metropolitan Area. However, economic facts emphasize that it is not compatible with the definitions of a metropolitan area. It is not truly a single, integrated area, it is something far more complex.

Its core consists of two separate and distinct standard metropolitan areas—those of Dallas and Fort Worth. Each of the two standard metropolitan areas has its own economic profile, its own established and distinctive growth pattern. Of the two metropolitan areas, Dallas is the dominant unit by every yardstick.

This concentration falls short of being a single metropolitan area, and, at the same time, it is something more than a metropolitan area. Students of economic geography acknowledge that it would be fuzzy thinking to call this "the Dallas-Fort Worth metropolitan area," because that would mis-label the region and mislead the business men and community planners who are seeking to deal intelligently with

the problems and opportunities which this spectacular growth has created.

It is a concentration of people, buying power, industrial payrolls, merchandise distribution volume, and financial influence unequalled anywhere in the southern half of the United States. More and more, it commands the interest of site-seeking industry, profit-minded distributors and sales-minded advertisers. But a basic understanding of the nature of this concentration is essential if the business man is to locate his plant properly, or plan his sales and distribution program effectively; and if civic leaders are to develop a sound foundation for inter-community cooperation.

How, then, should this concentration be described?

Super-city? Interurbia?

The answer, rooted in careful studies made by the Metropolitan Area Sub-Committee of the Dallas Chamber of Commerce's Business and Economic Research Committee, is simply stated:

It is the Dallas Urban Region—taking its name from the dominant influence in the concentration.

It consists of the Dallas Standard Metropolitan Area (Dallas County), the Fort Worth Standard Metropolitan Area (Tarrant County), and the adjacent counties which are closely and fundamentally related, economically and socially, with one or the other of these two metropolitan area nuclei

In this Dallas Urban Region is a land area of 8,960 square miles. The population totals 1,677,300. Total resident employment is 623,015. Retail sales total \$2,100,492,000 annually, and wholesale sales total \$3,769,318,000 annually. "Sales Management" magazine estimates the annual effective buying power at \$2,878,387,000.

In the South and Southwest, there is only one other concentration in which

two standard metropolitan areas are contiguous (as the Dallas and Fort Worth Metropolitan Areas are), to provide a core for an urban region. The Houston and Galveston Metropolitan Areas do adjoin, and the concentration in Harris and Galveston counties can be likened to the urban region evolving around Dallas. However, there are not data available to indicate the extent of commuting to jobs in the Houston and Galveston Metropolitan Areas.

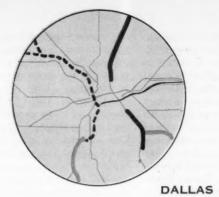
On the basis of data available, it appears that the Dallas Urban Region exceeds the concentration in the Houston-Galveston region, presumably the second largest in the South or Southwest, by the following margins:

buying power .......\$530,000,000 Annual retail sales....\$562,000,000 Annual wholesale sales \$948,000,000

The Dallas Urban Region is still in the earlier stages of its evolution. Recognizing that it is still in a formative state, today it can be said to embrace Dallas and Tarrant Counties, plus Collin, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Somervell, and Wise Counties. At the same time, other counties are coming within the orbits of the two metropolitan areas, and it can be predicted that the Dallas Urban Region will ultimately embrace as many as 20 or more counties in North Central Texas.

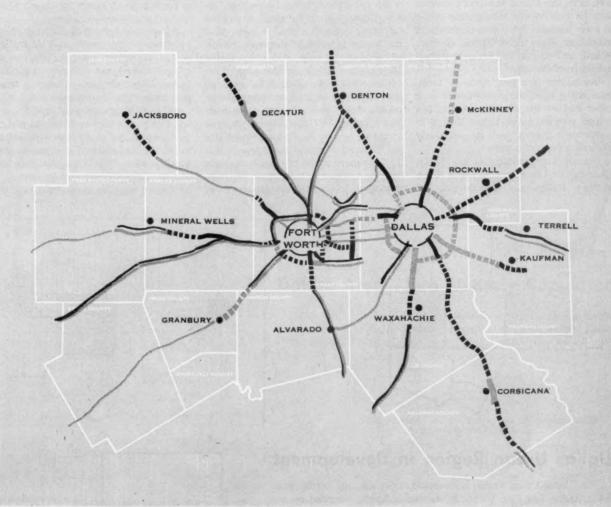
Within this region approximately 40,000 workers commute daily to jobs in counties other than those of residence—a significant index to the truly urban character of the region.

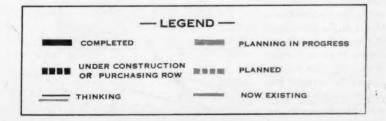
In this Urban Region, the Dallas Standard Metropolitan Area is the major magnet, the dominant influence. The Fort

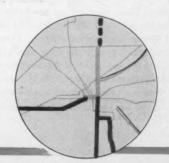


### Expressways Speed Development of Urban Region

A growing network of super-highways and expressways link the counties of North Central Texas. Dallas County alone has more freeway development under contract now than any other Texas county. Stages of expressway development for Dallas and Fort Worth are shown on the map below. Cut-aways show freeway development within the cities of Dallas and Fort Worth.







Worth Standard Metropolitan Area is a secondary magnet. Of the 40,000 commuting workers, more than 26,000 are attracted to jobs in the Dallas Metropolitan Area.

Back to back, so to speak, the two magnets have had an unique effect upon contiguous areas, extending into the second and even the third tier of counties surrounding them. Some counties in the region are already well integrated with the Dallas Metropolitan Area, others with the Fort Worth Metropolitan Area. Most of them have some interest with both of the metropolitan areas, but to varying degrees. None of them can be said to be integrated with both the Dallas Metropolitan Area and the Fort Worth Metropolitan Area; in every instance, it is a case of dominant magnetism from either Dallas or Fort Worth, and of a strictly secondary magnetism from the other.

But having the two dynamic cores, inter-acting upon the economies of each other and of the contiguous area, has helped give the entire Urban Region its accelerated growth and its constantly expanding economic stature.

Entirely independently of the Dallas Chamber of Commerce Research Committee's studies and conclusions, the Urban Region concept has received impressive support from other authorities.

The Texas Employment Commission last month released the preliminary report on its comprehensive place-of-work-place-of-residence survey in Dallas and Tarrant Counties. The report showed that in ten North Texas counties, 15% or more of the resident labor forces are commuting to work in either the Dallas Metropolitan Area or the Fort Worth Metropolitan Area. It showed that the Dallas Metropolitan Area is the magnet for commuters from five of the counties, the Fort Worth Metropolitan Area is the magnet for commuters from the other five.

Verifying the fact that Dallas and Tarrant Counties are not a single metropolitan area, but rather distinct parts of a much more complex development, the survey showed that only 1.1% of the Dallas Metropolitan Area's resident labor force commutes to jobs in Tarrant County; and that only 5.4% of the Fort Worth Metropolitan Area's resident labor force commutes to jobs in Dallas County. A basic yardstick used by the Federal Committee on Standard Metropolitan Areas is that 15% or more of the resident labor force in the contiguous area must be commuting to jobs in the central county of

the standard metropolitan area. By this criterion, there is no factual basis for considering Fort Worth and Tarrant County part of the Dallas Metropolitan area, or vice versa.

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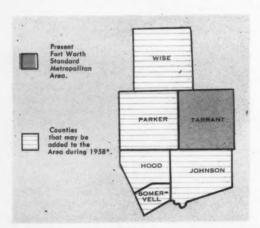
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"Interurbia, The Changing Face of America," a study evolved from a partnership between the J. Walter Thompson Company and the School of Architecture and Design of Yale University, has recognized "the Dallas and Fort Worth development" as something far more significant than two adjoining metropolitan areas. The Thompson study classifies this as one of 14 "interurbias" in the United States—and the only one evolving, at this time, in the Southwest, except the Houston and Galveston metropolitan areas.

A basic requirement of an "Interurbia," according to the Thompson-Yale studies, is that the region must include two or more standard metropolitan areas. The Dallas Urban Region, of course, meets this "Interurbia" requirement.

"This country's growth," the Thompson Company's booklet states, "is part of an economic and social transformation as radical as the Industrial Revolution—and much more swift in its progress than any change the world has ever known.

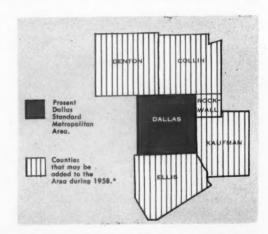
"One of the main characteristics of the

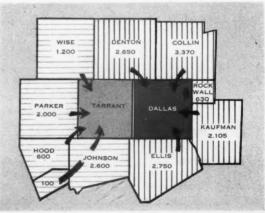


### Dallas Urban Region in Development

The Dallas Urban Region is composed of two separate metropolitan areas, Dallas and Fort Worth. According to figures compiled by the Texas Employment Commission, both Dallas and Tarrant Counties draw 15% or more of the resident labor force from five additional counties. These counties are now being considered by the Federal Committee on Standard Metropolitan Areas for addition to the Dallas and Fort Worth Metropolitan Areas. Map at right shows the number of commuters. Upper right map shows present Dallas Standard Metropolitan Area and counties that may be added during 1958. Fort Worth's present and proposed Standard Metropolitan Area are shown upper left.

\*According to criteria set up by the Standard Metropolitan Area Committee of the Federal Government, a county joining a standard metropolitan area may be considered for integration with that area when as much as 15% of the labor force of the adjoining county commutes to jobs in the central county.





dynamic growth is the rapid evolution of the now-familiar phenomenon of *suburbia* into an infinitely more complex social pattern which we have named Interurbia, The Changing Face of America."

Later in the booklet, the Thompson Company remarks: "Even before the concept of the standard metropolitan area has been universally accepted and adopted, it is becoming outmoded by the velocity of Interurbia."

Similarly authoritative support of the Urban Region concept for Dallas and Fort Worth, emphasizing the basic fact that they are separate and distinct metropolitan areas, came from a recent Dallas visitor.

Jose Luis Sert, Dean of the Faculty of Design and Professor of Architecture in the Graduate School of Design at Harvard University, came to Dallas to address the annual membership meeting of the Greater Dallas Planning Council. In preparation for his address, Mr. Sert studied Dallas and Fort Worth, and surrounding areas, from a helicopter as well as by surface travel.

Mr. Sert made these points in his address and in press interviews:

This is an urban region in formation.

Dallas and Fort Worth each is a central city of a metropolitan area. These two

metropolitan areas serve as the dual cores of the urban region in formation.

He emphasized that aerial study shows that Dallas and Fort Worth each has its own distinctive, clearly-established growth pattern; and that each also appears to have its own economic profile. He said that the important fact in relation to the two metropolitan areas is that they appear to be the magnets for a growth which can best be described as an urban region. To illustrate his concept of an urban region, he pointed out that the Northeastern seaboard is "one continuous development from below Washington, D. C., to above Boston." The Dallas Urban Region, of course, is not comparable to the Northeastern seaboard urban region, Mr. Sert pointed out, but the growth trends are similar and the influences of Dallas and Fort Worth upon surrounding areas fall into the general pattern of those exerted by such magnets as Washington, Philadelphia, New York City and Boston in the seaboard region.

Preliminary reports of the Texas Employment Commission's place-of-work-place-of-residence survey have been forwarded to the Federal Committee on Standard Metropolitan Areas. Subject to the Committee's decision as to whether

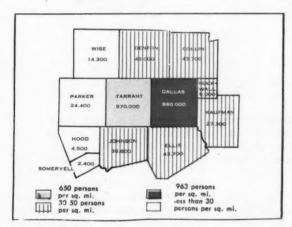
they meet the other criteria required to bring them into the standard metropolitan areas, five counties may be added to the Dallas Standard Metropolitan Area prior to the 1960 Census, and several other counties may be brought into the Fort Worth Standard Metropolitan Area, on the basis that 15% or more of their respective resident labor forces commutes to jobs within the central counties.

These are the data which indicate that five counties may be brought into the Dallas Standard Metropolitan Area:

County	Est. 1957 resident labor force*	Commuters to jobs in Dallas County	% of resident labor force
Collin	12,200	3,370	27.6
Denton	14,900	2,650	17.8
Ellis	11,300	2,750	24.3
Kaufman	8,195	2,105	25.7
Rockwall	1,425	630	44.2
Totals	48.020	11.505	

\*Exclusive of farm and private household workers.

Eleven other counties had 1.0% or more of their resident labor forces commuting to jobs in Dallas County. Included in this group were Fannin, 1.0%; Grayson, 1.2%; Henderson, 1.1%; Hill, 1.8%; Hunt, 4.5%; Johnson, 3.1%; Navarro,



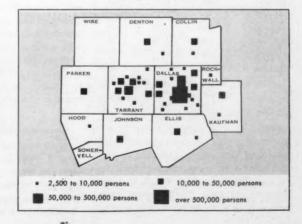
### **Dallas Area More Densely Populated**

Map, left, showing density of population proves the Dallas Metropolitan Area to be the more heavily populated of the two in the Dallas Urban Region. Dallas County, itself, has 963 persons per square mile. No county in the Dallas area has less than 30 persons per square mile.

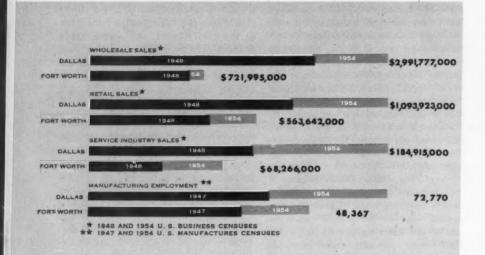
Figures based on current estimated population in incorporated cities.

### Region's Eastern Half More Populous

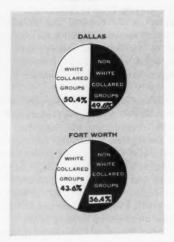
Map, right, showing population concentrations (incorporated cities) proves the eastern half of the region to be more populous. Heaviest concentrations are in Dallas and Tarrant Counties, with secondary concentrations in Denton, Collin, Kaufman, Ellis, Johnson and Parker Counties.



### Dallas Growth Exceeds That of Fort Worth



# Occupational Comparison of Dallas and Fort Worth Workers



### Manufacturing Employment More Diversified in Dallas

# OTHER 16370 INDUSTRIES MACHINERY TRANSPORTATION EQUIPMENT 30.976

### Region's Two Magnets Are Basically Different

Accompanying charts show basic differences between Dallas and Fort Worth, the two magnets of the Dallas Urban Region. While Dallas leads in all categories, its leads are greater in Wholesale Sales and Service Industry Sales. Charts also show Dallas with higher percentage of white collar employees and more diversified manufacturing employment, less dependent on one industry.

2.1%; Rains, 3.4%; Van Zandt, 6.7%; and Wise, 1.1%.

Comparable data on counties clearly within the orbit of the Fort Worth Metropolitan Area are:

County	Est. 1957 resident labor force*	Commuters to jobs in Tarrant County	% of resident labor force
Hood	1,700	600	35.3
Johnson	11,500	2,600	22.6
Parker	6,850	2,000	29.2
Somervel	625	100	16.0
Wise	4,350	1,200	27.6
Totals	25,025	6,500	

\*Exclusive of farm and private household workers.

While each of these counties meets the requirement that 15% of its labor force commutes into the central county to work, it should be noted that the relatively low density of population in all of these counties except Johnson—as indicated by their total labor force—may prevent their being included in the Fort Worth Standard Metropolitan Area. On the same basis, there may be some question as to whether

Rockwall and Kaufman Counties will be included in the Dallas Metropolitan Area.

Seven other counties which send 1.0% or more of their respective labor forces to jobs in the Fort Worth Metropolitan Area are: Denton, 8.0%; Ellis, 1.4%; Erath, 4.5%; Hill, 3.6%; Jack, 2.8%; Montague, 2.5%; and Palo Pinto, 2.7%.

Cross-currents in commuting trends—with substantial numbers of workers commuting to jobs in both the Dallas and Fort Worth Metropolitan areas—are noted for 5 of these counties: Denton, Ellis, Hill, Johnson and Wise. The magnetism of the Dallas and Fort Worth metropolitan areas, respectively, in these five counties, is illustrated in this tabulation:

	Est. 1957 resient labor force to jobs in			
County	Da	llas County	<b>Tarrant County</b>	
Denton	14,900	17.8	8.0	
Ellis	11,300	24.3	1.4	
Hill	7,300	1.8	3.6	
Johnson	11,500	3.1	22.6	
Wise	4,350	1.1	27.6	
*Evolution	of form and	neivote hou	sehold markers	

The Texas Employment Commission's preliminary report of its survey is based on a sampling of 76,000 workers in Tarrant County and 116,000 workers in Dallas County-the total of 192,000 workers representing a sample of more than onethird of the employment of the two counties in all categories except farm and private household work. The information was voluntarily furnished by some 1,500 employing establishments, each of which submitted lists of their employees' residence addresses and their occupation. Each list was coded by the location and the industry classification of the employing firm, and the data punched into business machine cards. Thus, it was possible to determine the place of work and place of residence of each worker, by community, by industry, and by occupation.

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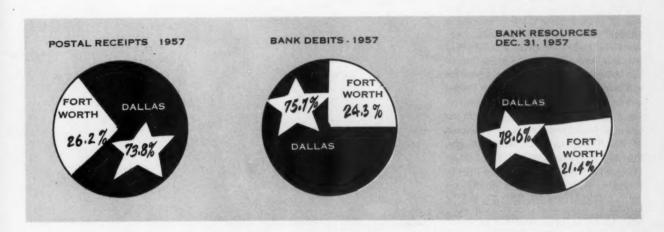
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Details of the report support the designation of the Dallas Urban Region, and at the same time illustrate basic differences between the Dallas and Fort Worth metropolitan areas.

### **Dallas Is Region's Dominant Magnet**

Dallas is by far the dominant magnet city of the Dallas Urban Region, as proved by accompanying charts. Of the building contracts awarded in Dallas and Fort Worth in the ten-year period 1946-1957, Dallas received 70.5 per cent. Of the combined 1957 postal receipts of the two cities, Dallas accounted for 73.8 per cent. Of the combined 1957 bank debits, Dallas accounted for 75.7 per cent. Bank resources as of December 31, 1957, show Dallas with 78.6 per cent.





For instance, it reveals that an estimated 26,700 commuters into Dallas County represent 8% of the Dallas Metropolitan Area's total employment in mid-1957; while an estimated 13,300 commuters into Tarrant County represent 7.0% of the Fort Worth Metropolitan Area's total employment in the comparable period. With 335,000 employed in the Dallas Metropolitan Area and 190,-000 employed in the Fort Worth Metropolitan Area, total commuting into the two areas represented 40,000 workers. Of the 40,000 total, 3,700 were residents of the Dallas Metropolitan Area working in the Fort Worth Metropolitan Area; and 10,500 were residents of the Fort Worth Metropolitan Area working in the Dallas Metropolitan Area.

On the other hand, the data also reveal significant dissimilarities:

While Dallas and Fort Worth metropolitan areas have approximately equal employment in the aircraft manufacturing industry (25,000 in Dallas and 27,900 in Fort Worth), aircraft manufacturing represents a much larger percentage of Fort Worth's total employment (more eggs in one basket: 13.8% of total employment in Fort Worth vs. 7.1% of total employment in Dallas).

Dallas far outranks Fort Worth as a retail and wholesale trade center, finance and insurance center, and transportation, communications and utilities center (combined total employment, in these categories, of 126,500 in the Dallas Metropolitan Area, and of 66,500 in the Fort Worth Metropolitan Area).

The growth factors in the economies of the two metropolitan areas are reflected in the estimated total employment in the construction industry: Dallas, 24,000 (4,845 in-commuters) and Fort Worth, 14,000 (1,800 in-commuters).

The Federal government, of course, has not gone beyond the standard metropolitan area concept in its recognition of concentrations of population, buying power and business activity. There have been no announcements that the Committee on Standard Metropolitan Areas is considering any designations other than those of

standard metropolitan areas, although there is a recognized possibility that the Committee may modify some of the criteria it has previously used in defining standard metropolitan areas.

However, market research authorities, advertising agencies and other authorities are giving more and more attention to the urban region concept. Similarly, planners, such as Dr. Sert, are advocating that the urban region be realistically accepted as a major factor in civic planning and the development of mechanics for inter-community cooperation.

The Dallas Chamber of Commerce Business and Economic Research Committee believes that a pre-requisite to sound economic and civic planning is a true appreciation of the nature of the development centering upon Dallas and Fort Worth—an awareness that, while Dallas and Fort Worth are separate and distinct metropolitan areas, they serve as the nuclei for a phenomenon, of increasing significance to American business, which can best be described as the Dallas Urban Region.



### by Tom McHale

Advertising and graphic arts in Dallas will be in the national spotlight during this year of 1958. June of this year marks the Golden Anniversary of the Dallas Advertising League, Dallas' oldest civic luncheon club. During the same month the Advertising Federation of America will hold its national convention in Dallas.

The pattern of these events will fall into place against a background of a half-century ago when Dallas was a growing town of 80,000 population. Founded to give the Spirit of Dallas a voice, the first meeting of the Ad League perfected its organization at the Southland Hotel on June 25, 1908, enrolled thirty members and elected George W. Baker as president. Four years later, in 1912, the League had grown to almost 300 members and brought the convention of the Associated Advertising Clubs of the World to Dallas.

William Hawley Atwell pleaded the cause of Dallas at the Boston Convention of the Associated Advertising Clubs of the World in 1911, and Dallas was voted the 1912 Convention. This represented a tremendous undertaking for Dallas at that time and was one of Dallas' first major national conventions. After the return of the victorious Dallas delegation from Boston, the Ad League set up 27 committees and raised \$35,000 to assure proper entertainment and the success of the convention.

Unlike today, professional advertising men did not make up the bulk of the membership of the Dallas Advertising League. Prominent local business men, branch managers of national firms, hotel men, insurance men, street railway officials and others interested in putting Dallas on the map, were its active members.

Advertising too, was different in that era. E. M. Kahn was advertising men's suits at \$15 and \$20 with deluxe models up to \$40. Peg-top pants were the proper gentleman's attire and straw "skimmers" were selling from \$3 to \$6. A "believe it



or not' item for the present was the Neiman-Marcus copy on gingham jumper dresses at \$5.95 with "fancy models" at \$8.75. The *Dallas News* and *Times-Herald* carried large display ads on Swamp Root, Dr. Caldwell's Syrup of Pepsin, Hood's Sarsparilla and Coca-Cola, interspersed with Peruna Testimonials.

The problem of Indian Rights was still a vital issue and William Jennings Bryan was running for president against William Howard Taft. In Texas, the political wars were stirring with Cone Johnson trying to oust Joseph Weldon Bailey from the U.S. Senate.

Looking back at the newspaper files of the period, the change in Dallas from 1908 to the year of the convention, 1912, is almost unbelievable. In 1909, Henry Ford announced that his company would manufacture only the "Model T." This brought the motor car within the reach of the average man and ushered in mass production in the automotive industry. "Hay Burners" were definitely on their way out and Dallas was motorizing in a big way.

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The automobile was new and glamorous and one of the features of the Dallas Convention was an "automobile parade" of 1,000 cars, "the largest ever held." A mammoth motorcade transported 5,000 people from downtown Dallas to the grounds of the Dallas Country Club, then on Oak Lawn. Forgotten names in the industry such as Mitchell, Overland, Cole, Kissel Car, Auburn, Abbott-Detroit (sold by the John Deere Plow Company), Marmon, Maxwell, Reo, Studebaker, Hupmobile, Marion, McFarlan, Apperson, Paige, and Pierce-Arrow were in the line as well as Ford, Buick and Cadillac.

The rules for the parade are also interesting when compared with horsepower and customary speeds of the present day.





RICHARD HAUGHTON SR. was secretary of the Dallas Advertising League during the 1912 Convention. He is shown standing in front of a portrait of the late Fred Johnston, president at that time.

Cars were not to exceed 12 miles per hour in the parade and were to be not less than 25 feet apart.

The Al Fresco luncheon at the Country Club, given by the *Dallas News*, was a tremendous undertaking. Five thousand people were regaled with friend chicken. The supply list included 15,000 doilies, 3,000 cigars, 6,000 beaten biscuits and a much publicized feature was the strategic locating of 52 distilled water dispensers on the grounds.

Names prominent in Dallas civic life of the period show up in the committee and arrangements list. Fred Johnston was president of the Dallas Advertising League and Richard Haughton, Sr., was secretary. C. Lombardi and George B. Dealy of the Belo Corporation loomed large in the

arrangement. Other active leaders included Edgar Flippen, Arthur Simpson, Hugo Schoellkopf, Ike Lorch, W. D. Trotter, Harry Olmsted, T. E. Jackson, Herman Phillipson, Eli Sanger, Otto Herold and others.

Four state governors attended the convention. These included O. B. Colquitt of Texas, Philip Goldsborough of Maryland, B. W. Hooper of Tennessee and W. H. Kitchin of North Carolina. The convention was welcomed by Governor Colquitt and Mayor W. M. Holland, who is still practicing law in Dallas. On the first Sunday of the convention prominent advertising men from over the nation occupied sixteen pulpits in major Dallas churches.

Sessions were held in the old Dallas Opera House and the Scottish Rite Cathedral. Other events were held in the old Coliseum at Fair Park. The hotel list is another point of interest. The first unit of the Hotel Adolphus was then in the last stages of construction. Headquarters were at the Oriental and Southland. Other hotels listed were the Waldorf, the Campbell House, St. George, Park Hotel, Frazier Flats, and the Imperial Hotel.

Following the convention about 900 delegates made a grand tour of Texas in four solid pullman trains. Their major stops included Waco, San Antonio, Galveston and Houston. A Maxwell pilot car must have exceeded the 15 mile per hour speed limit as it shows up in an interesting news item as having "beat" the advertising tour train to Waco from Dallas.

All in all, this convention is calculated to have brought publicity to Texas worth millions of dollars. Texas was just beginning to attract industrial interest in that era and this convention focused the attention of leading advertising men and publications on the Dallas Southwest.

During the intervening years Dallas has grown to be the largest advertising and graphic arts center in the entire South. The advertising league has grown in stature by serving the civic and advertising needs of Dallas and the membership of the league has gravitated more and more to professional advertising men and women.

Where Dallas had a mere handful of advertising agencies back in 1908 and 1912, today it has more than a hundred firms ranging from one man operations to large organizations. Dallas has also become a center for advertising art, the largest type center in the South and has perhaps more printing plants than any city below the Mason-Dixon Line. Its engraving plants and specialized printing organizations compete with the best in the nation. It is also an outstanding center in the paper trade, regional headquarters for printing equipment and ink firms and all the complimentary service organizations that service the advertising and graphic arts industry.

The plants of its major newspapers, the Dallas Morning News and the Dallas Times-Herald, now completing a massive expansion program, are show places in the newspaper publication field. It is the headquarters of oil publications and trade journals that carry the Dallas date line around the world. Its other media include radio and television stations that were not even in the imagination of advertising men of a half-century ago. It has specialized porcelain sign plants that do a world wide business and local organizations in spectacular outdoor advertising and the poster field. It has modern, fully equipped studios for the production of industrial motion pictures, television features and sales presentations.

The members of the Advertising Federation of America who come to Dallas for the 1958 convention will find a city reaching for a million population and grown ten times larger than the city of 1908. But they will find the same dynamic Dallas spirit and the same Texas hospitality that motivated the founders of the Dallas Advertising League a half-cenutry ago and the business leaders of Dallas who supported the 1912 convention.

## Advertising

# Spreads the Dallas Story

The contrast of advertising art and copy of today and a half-century ago shows up in the Dallas promotion ads presented on these two pages. The copy from the Hundred and Fifty Thousand Club of Dallas was run in national publications during the year 1906—the modern copy on the right will run in May of this year in the Buying Power Issue of Sales Management.

Whatever its limitations may be from the standpoint of modern art and layout—the 1906 ad provides another graphic illustration of Dallas' ability to capitalize on advertising and publicity situations. "Teddy" Roosevelt was undoubtedly the leading figure in the public eye in America at that time—and Dallas was quick to capitalize on his statement and his endorsement.

The Hundred and Fifty Thousand Club was organized in 1905 by a group of boosters headed by Rhodes Baker. It occupied plush quarters in the old Terminal Building on the site of the present Greyhound Bus Terminal. This group conducted a national advertising campaign to point up the opportunities of Dallas and Texas.

It is possible that the impetus and inspiration of this group provided the spark that set up the organization of the Dallas Advertising League in 1908. Dallas advertising received tremendous impetus through the delegations that attended the Conventions of the Associated Advertising Clubs of the World in Omaha in 1910 and Boston in 1911. Then came the big event of that era-the 1912 Convention of the Associated Advertising Clubs of the World in Dallas that brought advertising and publicity to this city worth millions of dollars. In addition to publicity in magazines and newspapers preceding and following the convention, many leading magazines of that period and other publications gave full-page advertisements to the Dallas Convention.

Even before Dallas became a village it was advertised extensively in Europe and the North and East by the Louisville Emigration Company, founders of Peter's Colony. The railroads advertised Dallas extensively in the seventies and eighties. Dallas trade trips started about the turn of the century and were big events in the major cities of the trade territory.

The Dallas Manufacturers Association, The Dallas Freight Bureau, The Commercial Club, The One Hundred and Fifty Thousand Club and other organizations were merged in 1909 into the present Dallas Chamber of Commerce. Since that time Dallas has carried its story to the nation on a community basis. Perhaps the most successful advertising campaign in the history of the city was the "Industrial Dallas" Campaign beginning in 1928. This involved the raising of \$500,000 and even brought returns during the trough of the 1932 depression.

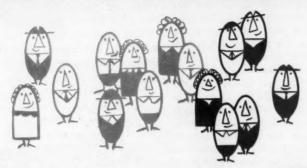
Dallas has been notable for its advertising in the Post-War years and the Dallas Chamber of Commerce and individual organizations in the city are always on the alert to capitalize on spot situations that will enhance the value of advertising Dallas.



# Have you kept up with the Dallas growth story?



### DALLAS' 10-YEAR GROWTH\* EXCEEDS THE TOTAL PRESENT POPULATION



of Spokane

or Des Moines

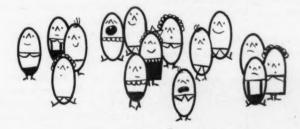
or Mobile

or Scranton

or South Bend

\*The Dallas Metropolitan Area's population in 1947 was 550,000; on January 1, 1957, Sales Management placed it at 823,900. Growth 273,900. The 1957 metropolitan area populations of these well known cities were all less than that figure.

### DALLAS' 10-YEAR BABY CROP\* ALONE EXCEEDS TOTAL PRESENT POPULATION





or Jackson, Miss.

or Macon

or Portland, Me.

\*Live births in Dallas Metropolitan Area 1947-1956 inclusive totaled 177,572. The 1957 metropolitan area populations of these well known cities were less.

### AND DALLAS IS THE HUB OF AN INTEGRATED REGIONAL MARKET THAT IS GROWING ALMOST AS FAST.

To sell and serve this market Dallas offers:

- \* Greatest banking facilities in a 40-state area.
- ★ More planned-industrial-centers than any other city in the U. S.
- ★ Transportation and communication position superior to any competitive city.
- ★ Greater Effective Buying Income per family than any competitive city.
- ★ Greater consumer population within any radius than any competitive city.
- Balance of financial, wholesaling, and diversified manufacturing activity.
- \* Efficient, business oriented, non-political local government.



THE DALLAS SOUTHWEST:
20.5 million people . . . \$28 billion E.B.I.

All requests for information will be given prompt, comprehensive, and confidential handling.

### DALLAS CHAMBER OF COMMERCE

Industrial Department • 1101 Commerce Street • Dallas, Texas • Riverside 7-8451

### The Story Behind the City's Newest Regional Insurance Office

### **Hartford Chooses Dallas**

Dallas' stature as a national insurance center received another boost as Chamber President J. Erik Jonsson joined with President James C. Hullett of the Hartford Fire Insurance Company in announcing plans by the company for construction of a 14-story office building in downtown Dallas and the addition of a major payroll to the Dallas economy. The Hartford Fire Group's recently created Southwestern Department will occupy almost half the space in the proposed "Hartford Building," to be located at the corner of Bryan and St. Paul Streets.

"We are proud of the Hartford Group's decision," Mr. Jonsson said. "It is a progressive, forward-looking step, significant both to the Southwest and to the further growth of Dallas as an insurance center."

Mr. Jonsson related details of the Chamber's long efforts aimed at securing the new Hartford regional office for Dallas. He said the Chamber's staff had been working with the company for 15 months, supplying them with complete information on Dallas and pointing out the unequalled advantages of the city for an insurance headquarters.

"We knew the city selected for this decentralized operation would secure an important payroll and all the related business stimuli," Mr. Jonsson said. "Equally important, from our viewpoint, was the fact that decentralization into autonomous regional 'home office' establishments is a definite trend in the insurance industry, and we knew that Hartford's decision would influence other companies in similar moves."

The new building is scheduled for completion next year, the Hartford Fire's 100th anniversary of business operation

in Texas. Mr. Hullett indicated that the Hartford Group ultimately expects to fully occupy the building, which will have a gross area exceeding 190,000 square feet. Existing structures on the site of The Hartford Building have been razed. Excavation for the new building, to be erected according to plans and specifications agreed upon by the Hartford Fire and Trammell Crow and Eugene Locke, is underway. Jim Moran of Hudson & Hudson, realtors, represented Messrs. Crow and Locke in the negotiations. Harold A. Berry is the architect.

With an exterior finish of New England red brick, marble trim, and a traditional white cupalo topped in gold leaf and a golden weathervane, this new building will be of authentic Colonial design, similar to all of Hartford's other buildings. This is the eighth department in the Hartford Group's organization, Mr. Hullett pointed out. Others are at Hartford, New York, Atlanta, Chicago, San Francisco, Minneapolis and Toronto, Canada.

Pending completion of the building, expected in July, 1959, the Hartford's consolidated Southwestern Department will occupy 25,000 square feet of space on the entire top floor of the First National Motor Bank Building in Dallas. Several separate Dallas offices of Hartford Group companies moved March 1 to the consolidated location.

Included in the Hartford Group, in addition to the Hartford Fire, are the Hartford Accident and Indemnity, and Hartford Live Stock Insurance Companies; Citizens Insurance Company of New Jersey; the Northwestern Fire and Marine, and Twin City Fire Insurance Companies; New York Underwriters Insurance Company, and the London-Canada Insurance Company.

Manager of the new Southwestern Department is Paul A. Dow, former Hartford Accident and Indemnity Company branch manager at Kansas City. Lewis E. Grigsby, who has been assistant manager of the Hartford Fire's Western Department at Chicago, is assistant manager. George H. Beach, Dallas branch manager of the Hartford Accident, is continuing in that capacity. Eventual expansion will call for a payroll of 500 in Dallas.

Financial strength of the Hartford has kept pace with its growth and prominence as one of the largest and best known in the industry. In 1957, the Hartford group's premium income was \$388,443,403, and it had consolidated assets of \$785,731,094, with \$285,916,844 in policyholder's surplus.

HARTFORD FIRE Insurance Company's 14-story building in the center of downtown Dallas will be a new symbol of the city's growing importance as a national insurance center.





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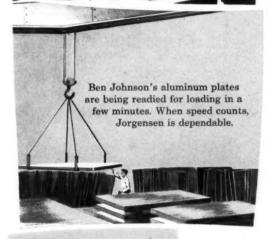
"Ed? Ben Johnson. Sorry for the late call, but we need three things. 200 8" circles cut from 3" J-20 Plate, three 2-inch 48" x 144" aluminum tooling plates, and I'd like to get one of your metallurgists out to look over a gear carburizing problem. Need that aluminum at 9 A. M. sharp. Can do?"

# "Ben, you know you can depend on Jorgensen."

We can get that aluminum stock out for you easily. I'll have a metallurgist see you tomorrow on the carburizing problem. OK?"



Order processed in minutes through Jorgensen's scientifically designed order department. Ed, like his fellow "Inside Salesmen", is an expert with up-to-date technical knowledge that saves time and money for Jorgensen customers.



In the meantime, automatic multiple flame cutting machines have been set to begin cutting circles from J-20 Free-Cutting steel plate. A wide and complete variety of stock gives Jorgensen customers an edge in speed and service.



"Ben, I think we've licked this carburizing problem. By raising the quenching temperature we can increase the gear hardness. Shouldn't be any trouble now. Anything else come up, just call."



7 A. M. — Jorgensen truck is on its way, delivering Ben Johnson's plate order ahead of schedule.



for variety of stock, technical assistance and service... call JORGENSEN first!

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# GRAPHIC ARTS

### National Attention Will be Focused On Dallas' Printing Industry in 1958

The Dallas Printing Industry is receiving nationwide recognition during 1958. Printing Industry of America, powerful voice of this country's printing industry, will hold its annual convention at the Statler Hilton Hotel during October 13-17 of this year. Already local printers' associations throughout the nation and Canada are organizing "On to Dallas" tours.

The printing industry has been a partner in the rapid industrial expansion of the Southwest. It has equaled and sometimes exceeded the general pattern of growth; for printing supplies the brochures and factual presentations which attract industry at the same time that it is meeting the current needs of business.

Printing and publishing ranks sixth among the manufacturing industries of

Dallas, according to the last Census of Manufacturers. During the past twenty years, since 1939, the number of establishments has almost doubled, as has the number of employees. Salaries and wages paid are now seven times what they were twenty years ago. Salaries and wages paid out by the industry are in the neighborhood of \$26,000,000 a year. The industry's yearly sales are approximately \$60,000,000.

New machinery and new methods have been necessary to meet the varied demands on the industry. The photo setter, the latest collating and automatic bindery equipment have taken their place by the side of improved versions of tried and proven lithographic and letterpress equipment. Management and production knowhow have fitted them together to meet modern demands of publication, catalogues, direct mail advertising and specialized die-cutting jobs, as well as the regular run of office and commercial forms. the suj ou Th

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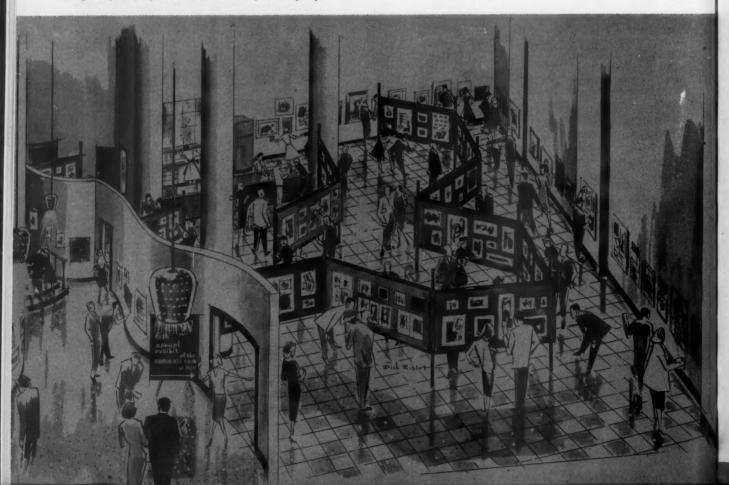
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Dallas printers have poured large sums of new capital into machinery, equipment and buildings, exemplifying their faith in the city's continued growth. Like many fast-growing industries, they have found this large capital investment a problem, tax-wise. Huge depreciation costs have added to the strain of maintaining profit in a business which is known for operating successfully on a relatively low margin of profit per sale.

Printing to meet the special needs of each customer still requires the skill and

SHOWN BELOW is an artists concept of the Dallas Advertising Artists Exhibit opening in April in the new Graphic Arts Center now being completed by the Olmsted-Kirk Paper Company.



artistry of master craftsmen. No matter how clever the machine or how powerful the big presses, experienced men must suprevise them and baby them to turn out exquisite work or complicated forms. The engraver must have time for hand tooling that makes the differences between smudge and clarity. Paper must be carefully chosen. The type faces must complement each other, the speeding press must kiss the paper softly. Folders must be set accurately to turn out this one job just so.

Quality is the result of time-consuming work and inspection by the copy writer, the artist, the engraver, the electrotyper, the man who schedules production, the compositor, stone man, pressman, bindery man and bindery woman.

In such a custom manufacturing process, where excess spoilage or customer alterations, or failure to use the most efficient method of production on a particular job can quickly mean a loss rather than gain, it takes a terrific amount of management ingenuity to end up a year with black figures on the ledger; and yet, throughout these years of expansion and continuous new investment, the printers and publishers of Dallas have steadily increased their financial standing in the community.

Air-conditioning is common in Dallas today whether one looks at factories, retail stores or homes. It has applications, however, in the printing industry which are unusual and go far beyond the provision of pleasant working conditions. Stretching and later shrinking of paper, static electricity, slow drying of ink and similar problems have been with the industry for years. Modern controls of humidity in the air provide conditions under which close register and quality control can be established, which were impossible in previous years.

The newer companies are well aware of what the new machinery and air-conditioning do for them. This is also true of old-timers in the business here whose history encompasses the period from handoperated and hand-powered presses, prior to the turn of the century, to today's power-operated and sometimes electronically-controlled production processes. Among those taking an active part in the PIA convention next October will be officials of such old timers which have grown modern with the times as The Dorsey Company, established in 1894, Wm. S. Henson, Inc., 1890, The Egan Company, founded in 1892, Exline-Lowdon Company, 1893, Warlick Law Printing Company, dating back to 1894, Etheridge

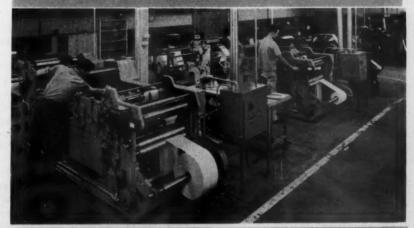
(Continued on page 70)



ART AND LAYOUT are first in the production sequence. Above, an account executive and aritst discuss a job just getting into production at the Rogers & Smith Advertising Agency.



TYPOGRAPHY is the next step in production. Above is a battery of Linotype machines at Jaggars-Chiles-Stovall, one of the largest type houses in the South





PRESSWORK is the next step in production. Above is a battery of special presses at the new Roger-snap Plant turning out business forms. On the left is a high-speed two-color Harris Press that turns out advertising forms and brochures at the Bennett Printing Co.



### by Glen Carson

The Dallas-Fort Worth television area, including the surrounding counties, is on the threshold of becoming a greatly enriched center because of the supreme efforts of a group of dedicated Dallas business and civic leaders and educators.

A number of interested Dallas citizens met in November, 1955, to explore the possibilities of establishing a non-commercial educational television channel.

The meeting led to the formation of the Area Educational Television Foundation Committee; and E. O. Cartwright, a partner of Merrill Lynch, Pierce, Fenner & Smith and chairman of radio station WRR, was elected chairman.

The Foundation was later incorporated as Area Educational Television Foundation, Inc., a non-profit educational institution. Mr. Cartwright, its first, and recently reelected, president, says:

"Apart from Dallas, over twenty leading markets in the United States already have educational television stations in operation. Never in its history has Dallas failed to provide modern educational facilities.

"The newest educational instrument—television—is destined to serve this area by activation of Channel 13. Of that, I have not the slightest doubt."

The availability of Channel 13 has given Dallas an enviable opportunity for the development of Educational Television.

The FCC suspended issuance of all TV licenses from September 30, 1948, until April 14, 1952, in order to make a comprehensive study of the problem.

The commission worked out a national allocation plan for all available channels and reserved 242 channels exclusively for use as non-commercial educational stations. Later, this number was raised to 258.

Of the 258 channels assigned to educational television, only 86 are VHF. Dallas has been fortunate enough to be as-

signed one of these few VHF channels.

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There are an estimated 345,000 television sets within the projected range of ETV Channel 13, all of which could receive its signals.

If an area that has been assigned an educational TV channel does not want it, or is unable to raise the necessary capital for construction and operation of the ETV station, the FCC can reassign the channel to commercial interests.

As in all major market areas, there are commercial interests in Dallas that would like very much to acquire Channel 13 for use as a commercial station. It has been estimated that Channel 13 would be worth \$5,000,000, as a commercial station.

Since \$370,000 is still needed to insure the use of Channel 13 as an educational TV station, it is unfortunately possible that Dallas could lose its rare opportunity to become a more important educational and cultural center. After Channel 13 was assigned to Dallas, several attempts were made to inaugurate it as an operating ETV station.

A group of interested persons at Southern Methodist University then drew up plans to incorporate ETV into the university's educational system; but the plans were abandoned because of the tremendous investment involved.

Like a loose ball in a football game, Channel 13 was about to be pounced on by the opposing team (commercial television) when Henry Camp Harris, Sr., picked up the ball and started to run with it.

In the interest of Channel 13, he made a survey among adult Dallas citizens which led him to coin the phrase that adults have "a yearning for learning." Convinced that Dallas educators and civic leaders really wanted an ETV station for their city, Mr. Harris suggested the formation of an area educational committee and called an organizational meeting. He nominated E. O. Cartwright for the office of committee chairman. Mr. Cartwright was elected by acclamation.

Area Educational Foundation, Inc., was incorporated and granted a Texas charter in January, 1957. Among its purposes are:

"To furnish a non-profit and noncommercial educational television broadcast service to portions of Dallas and Tarrant Counties, Texas, and adjacent areas of North Texas, and to make available to the educational, scientific, civic, and cultural institutions, organizations and agencies willing to provide suitable television programs, the necessary physical facilities and operational staff.

"To obtain and hold appropriate authorization for telecasting from the Federal Communications Commission; to construct, install, operate and maintain a noncommercial educational television station to be used for transmitting educational, cultural and entertainment programs, in order to serve the educational needs of the community pursuant to the rules and regulations of the Federal Communications Commission."

The total cost of a suitable building and necessary equipment has been estimated at \$515,000. Of this amount, \$320,000 has been pledged or contributed in the form of cash, land and equipment.

The City of Dallas has given Channel 13 the use of a tower and the Dallas Park Board has donated use of land in Fair Park on which to erect the building. KRLD-TV Channel 4 and WFAA-TV Channel 8 have contributed television equipment.

After investigating the experiences of other ETV stations, the Foundation decided that the operating cost for the first two years should be pledged before Channel 13 went on the air.

The cost has been estimated at \$175,000 for the first year and \$200,000 for the second year. So far, \$200,000 is reasonably in sight, including \$50,000 a year from the Dallas Independent School District and \$3,500 a year from Highland Park School District. There remains \$175,000 still to be raised for the first two years operating costs.

Letters were sent to business firms, organizations, foundations and individuals explaining the need for funds to assure Dallas of an ETV station. To date a number of cash or pledge contributions have been received, but the remaining \$370,000 required for the construction and two years operation of Channel 13 is needed immediately.

With full faith in the ability of Dallas citizens to realize the significance and importance of an ETV station for their community, the Foundation directors have voted to process the construction permit and submit it to the FCC.

It is planned that the area public school districts, colleges and universities will use the air time and the facilities of Channel 13 to enhance their teaching programs.

Dr. W. T. White said that the ETV channel would allow the Dallas School District to expand and enrich its teaching facilities both in and out of school.

Dr. Willis M. Tate, President of Southern Methodist University, says: "We know that educational television will inevitably be an important phase of the educational process of the future, and we are anxious to see Dallas pioneer in this effort."

Martin B. Campbell, a veteran of 25 years in radio and television at WFAA, as executive director of the Foundation, will, in effect, be station manager. He has already begun the organization of a tentative staff. He has said that when the educators have their programs ready, he will have the staff and facilities to put them on the air.

Channel 13 will not only provide programs for the pre-school children and subjects for the elementary and secondary grades, but also college level credit courses. It will also program general, cultural and practical educational courses of interest to all adults.

While Mr. Cartwright, who has taken much time from his private business to devote to his objective of making Channel 13 a reality, deserves much of the credit for the progress made, there are others who have worked hard and generously for the Foundation. Besides Mr. Harris, there are A. Earl Cullum, Jr., who, with his associates, prepared the engineering data; E. Franklin Spafford who prepared the legal section; and Martin B. Campbell who prepared the program service section.

Other individuals and organizations who have made valuable contributions to the work of the Foundation are Mayor R. L. Thornton; former Mayor J. Woodall Rodgers: President Willis M. Tate of Southern Methodist University; Dr. W. T. White, Superintendent of the Dallas Public Schools; President F. Kenneth Brasted of the University of Dallas; Dr. Harold Weiss of S.M.U.; Dr. Frank Harrison of Southwestern Medical School; Karl Hoblitzelle, J. Erik Jonsson, Stanley Marcus, John E. Mitchell, Jr., Fred F. Florence, the Dallas Board of Education; the City of Dallas, the Dallas Park Board, the State Fair of Texas, The Dallas Times Herald. the Dallas Morning News and many more civic-minded individuals and groups who are interested in the success of a great new educational project which can benefit the entire community.

At the Foundation's annual meeting on January 9, the following officers were elected: E. O. Cartwright, president; R. L. Dillard, Jr. and Frank Heller, vice presidents; Henry Widdecke, treasurer; Richard P. Wall, secretary; Henry Camp Harris, Sr., coordinator; Martin B. Campbell, executive director and Franklin Spafford, general counsel.

The directors elected were:

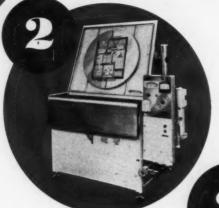
James W. Aston, Dr. C. L. Lundell, Rev. John F. Anderson, Jr., Don Matthews, Creston Alexander, E. V. McCright, Mrs. John K. Stuart Arthur, A. H. McCulloch, Turner Baxter, Robert McCulloch, Charles E. Beard, Eugene McElvaney, Wm. A. Blakley, Charles Meeker, J. H. Bond, Dr. Frank Monroe, Dr. F. Kenneth Brasted, Granville W. Moore, T. W. Browne, Martin B. Campbell, Rabbi Levi Olan, E. O. Cartwright, W. W. Overton, Jr.

Jerome K. Crossman, Largent Parks, A. Earl Cullum, Jr., Dr. Edwin L. Rippy, R. L. Dillard, Jr., L. A. Roberts, Mrs. Frank M. Dowd, J. Woodall Rodgers, Earl A. Forsythe, Dr. Trent Root, Dr. A. J. Gill, Franklin Spafford, Walter Graham, Mrs. L. Storey Stemmons, Henry Camp Harris, John P. Thompson, Frank Heller, Robert L. Thornton, Jr., Dr. E. H. Hereford, Richard P. Wall, T. E. Jackson, H. A. Widdecke, and Dudley K. Woodward.

To our present and future Customers

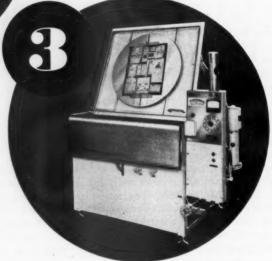
# DOW CHEMCO

### AUTOMATIC ETCHING MACHINES



Blanks, who pioneered the Dow Chemco etching process in the Southwest now has 3 of these outstanding machines to reproduce your copy quickly and accurately.

No other etching machines being marketed today can approach Dow Chemco for producing plates that are uniformly etched to the last point of perfection. Patented oscillators and baffles that whirl and spray the plates under controlled conditions, that no other machines can imitate, contribute to the overall quality of Dow Chemco etched engravings.



### All These Positive Advantages At Matter Of Fact Prices

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CALL RI 1-3905 FOR A BLANK'S SALESMAN TO SHOW YOU HOW DOW CHEMCO ETCHED PLATES CAN BENEFIT YOUR BUSINESS

The only complete trade shop in the Southwest . . . furnishing both Letterpress Plates, Offset Plates and Negatives, including full color . . . plus Step-and-Repeat Plates up to  $35'' \times 45''$ 

BLANKS

**Engraving Company** 

1315 YOUNG STREET . DALLAS, TEXAS

# DALLASITES READY FOR EDUCATIONAL TELEVISION

The importance of Educational Television for Dallas rests to some degree on the public's acceptance of this new technique.

An opinion survey, conducted by A. Glen Carson, on a cross-section of viewers of the three-year-college-level courses offered by Dallas College, showed that:

51,000 sets tuned in to the courses.

102,000 persons (averaging two viewers per set) were interested in educational television.

31 per cent wanted to improve their employment opportunities through TV.

45 per cent had been able to put to practical use their telecourse knowledge.

And, almost without exception, viewers would devote more time to educational television if more telecourses were offered.

The people have spoken! A large percentage of the adult population of the Dallas-Fort Worth area are interested in their self-improvement and in adding to their store of knowledge in general and specified subjects. They seriously desire to continue their education; and they prefer to have this education brought into their homes via television.

An opinion survey of the viewers of the three-year college-level credit courses offered by Dallas College over KRLD-TV Channel 4, revealed that there is a strong desire and need for a full time educational television station in the Dallas-Fort Worth television area.

Dr. J. M. Claunch, Dean of Dallas College and Professor of Government at S.M.U., conceived, instituted and directed the telecourses. He also taught three semesters of Government.

Dr. Claunch said that the aims and objectives of the telecourses were, "To provide college level courses for adults over a wide area who have no opportunity to enroll as regular students on a university campus.

"We had an experimental interest in exploring the effectiveness of this relatively new medium of teaching," Dr. Claunch said. "We wanted to extend the services of the University and to project a university faculty to a large number of people."

A poll of four of the five telecourse instructors, all full professors at S.M.U., revealed that they all concur in the belief that the TV courses were highly beneficial from the viewpoint of the students.

They all agreed that it required more time to prepare a telecourse lecture than a classroom lecture. Each one expressed a desire to devote more time for future TV lecturing.

All of the instructors who conducted telecourses took a brief course in television techniques and fundamentals, under the direction of Dr. J. B. McGrath, Professor of Speech, director of radio station KSMU and instructor of television and radio at S.M.U. Dr. McGrath has said that he would be glad to offer his services in helping to establish a summer course in TV fundamentals for anyone who plans to teach over television.

The Dallas College telecourses were rated on a regular periodic schedule. At one time, the rating revealed that 51,000 sets were tuned in to the telecourses with an average of two viewers per set, or 102,000 persons interested in education via television. Over their three-year period, the telecourses averaged 42,000 sets tuned in, or 84,000 "telestudents."

A sample opinion poll which was taken among viewers and students of the telecourses is representative of a large number of people of various ages and income groups and varied educational backgrounds.

Of the seven telecourses offered, psychology, with 53% of the telecourse viewers watching, was the most popular course.

Of the 59 subjects which were suggested as telecourses and rated for preference, psychology was again the most popular, with 55% of the viewers wanting advanced courses offered.

With a 46% rating, Sociology was the next most popular course desired by the telecourse viewers. Instruction in painting and Spanish, each with a rating of 41%, shared third place honors in the preference poll.

Other suggested courses rated for preference included History, with 31%; Political Science, 28%; Grammar, 29%; English Composition, 37%; Journalism, 19%; Geography, 28%; Geology, 29%; Mathematics, 18%; Astrophysics, 1.2%; Economics, 30%; Russian, 1.2%; French, 25%; and German, 5%.

Asked for their reasons for viewing the telecourses, 31% of those polled said that they wanted to improve their employment opportunities. Forty-five per cent had been able to put to practical use knowledge acquired from watching the telecourses.

Almost without exception, the viewers said that they would like to devote more time to educational television if more telecourses were offered.

Besides the Dallas College telecourses, all of the TV stations in the area have been offering a few direct teaching programs as well as a number of semi-educational programs; and these programs have been well received. But it is not economically possible for commercial television stations to offer as many educational and cultural programs as the citizens of a city as progressive as Dallas want and need.

As the opinion poll clearly indicates, a large number of our people are eagerly awaiting the establishment of an educational television station in the Dallas area.

### younger by



### fifty years



The Dallas Advertising League is younger by fifty years. It is the oldest luncheon club in a city filled with luncheon clubs. It is observing its Fiftieth Anniversary, its Golden Moment in history, reviewing its

achievements, parading its past. In so doing it has rediscovered the cause for its perennial youth.

### It carries a torch!

A torch of knowledge, spreading and deepening. A torch of truth more aptly and appealingly told. A torch of persuasion, penetrating and guiding the mind. A torch of light of ever-increasing candlepower, shedding light so that all may see where to go and what to do. A torch which is truly the symbol of our vaunted American Way of Living.

This multiple-headed torch is always in the hands of the young and the young in heart, guided by the wisdom of those who held it in the past. So, the Dallas Advertising League is younger by the year, more virile by the moment because it carries the torch!

And so, the power of Advertising grows apace, adding its ponderable leverage to the production of profits for everyone. producer and consumer alike. This is good because the powerful leverage of Advertising must again be called upon to create and sustain jobs and, in many dramatic ways, to help bolster the national economy.

We salute the Dallas Advertising League in its Fiftieth Year of rebounding youth . . as the Carrier of the Torch!

History may repeat! Yes, in this Golden Year of the Dallas Advertising League, history may repeat. Back in 1912 the Advertising Federation of America (then known as the Associated Advertising Clubs of the World) held its annual convention in Dallas. Out of that convention came the profoundly significant movement, "Truth in Advertising," resulting in innumerable benefits to our economy. This year the Dallas Advertising League will again be host to the AFA's annual convention. Today, as never before in its history, advertising faces challenges from widely varied sources, many of which strike deeply at the very foundation of the basic economy of the free enterprise system. It is to be hoped that organized advertising will, at this Dallas convention, face up to its responsibilities to all of the people.. and, in so doing, meet these challenges head-on and with conclusive finality.

JAGGARS-CHILES-STOVALL, INC. 522 BROWDER · DALLAS · RI 1-5501

Member of the Dallas Advertising League Since 1927

TYPOGRAPHY . NEWSPAPER MATS . PLASTIC PLATES . CAMERA MODIFICATION



A SPECTACULAR VIEW of Dallas is seen from the 31st floor of the Mercantile Bank Building. This new Executive Lounge uses glass from floor to ceiling on the north, south and west.



THE NEW Commerce Street Entrance was created for customer convenience.

### Mercantile Opens Door To Banking Wonderland

Fourteen months of expansion activity came to fruition last month when Mercantile National Bank at Dallas opened its newest quarters to the public.

Customer convenience keynotes this second major expansion since Mercantile moved into its present building in 1943. At that time 63,522 square feet of space served the bank, but in barely six years an additional 8,000 square feet were needed. Mercantile now occupies 119,012 square feet, a total area increase over the past 15 years of 64.9 per cent.

Latest additions are a new entrance on

Commerce Street, expanded drive-indeposit facilities on street level; additional lobby space, executive dining room, women's Firend Friendship Center, new and larger clock faces and interconnected parking and office space.

Architects for the program were Broad and Nelson of Dallas, and Millard Owen Sheets of Claremont, Calif., was Associate Designer. Dallas contractors and engineers were Zumwalt and Vinther, mechanical engineers; Robert L. Rolfe, structural engineers; Robert E. McKee, general contractor; Brown and Olds Heating and Plumbing Company, mechanical contractor; and Hengy Electric Company, electrical contractor. Furniture, cabinet work and fixtures were supplied by Adleta Show Case and Fixture Manufacturing Company.

The use of exquisite pieces of art throughout the bank is an outstanding feature of Mercantile's "new look." In the lobby, teakwood and walnut paneling are combined with walls of Italian stone set in a special pattern to provide a rich, textured background for decorative features. Italian Travertine columns are inset with handmade gold mosaics in vertical stripes. In the special bronze fixtures are brilliantly executed glass panels by Octavio Medellin. And, three mosaic and glass grilles, executed in Venice, dramatize science and art, industry and agriculture in Texas.



ART OBJECTS like this mosaic and glass grille in the new Commerce Street wing of

Mercantile National Bank are typical of a new business emphasis on pleasant

IN TEXAS...IT'S

REPUBLIC

National BANK

In Texas and the Southwest, it's the Republic National Bank... where modern banking and trust services for every customer add up to this fact:

IT PAYS TO BANK AT

REPUBLIC
National BANK of Dallas

CAPITAL FUNDS OVER \$90,000,000

LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

### Committee Sets One Day Membership Drive

The Membership Committee's total membership acquisition through March 15 was 318. This was below their self-imposed quota of 235 per month; therefore, the Executive Board of the Committee decided to hold the Chamber's traditional "One Day" Drive in April (April 15-22) for the second consecutive year.

It is called a "One Day" Drive as each of the two hundred volunteers, other than the permanent 120-man committee, is expected to give approximately eight hours of their time between April 15 and April 22 in contacting five prospective members. This also includes a one hour session during the week prior to the drive for orientation regarding the Chamber's activities.

Co-Chairmen N. W. "Nat" Ryan and W. C. "Bill" Windsor, Jr. announced that invitations have gone out to Chamber members to participate in the drive, but any member who did not receive one is welcome to volunteer by telephoning the Membership Department, RI 7-8451.

The "One Day" Drive will be "kicked off" at a luncheon in

the Dallas Athletic Club. This will also be a celebration of "Jack Hospers Day" dedicated by the Chamber President Erik Jonsson. Mr. Hospers has sponsored over 700 Chamber members since joining the Committee over five years ago.

On March 11, the Membership Committee honored another "star" in the Chamber's crown at a special luncheon. The occasion was "Jack Wantland Day." Mr. Wantland has become the fourth individual to be honored with the title of Quadruple Life Member. Chamber Vice-President L. T. Potter made the presentation.



"JACK WANTLAND DAY" at the Chamber: Honoring VC John C. Wantland who was presented a desk pen set, emblamatic of his triple life membership in the Chamber, by Chamber Vice-President L. T. Potter. L to R: Mrs. John C. Wantland, Mr. Wantland; Mr. Farren James, District Director, Texas Employment Commission; and Mr. Potter.



VICE-CHAIRMAN of the 1958 Membership Committee (L to R): Jim Layne; Joe Glickman, Margo's; Jim Henderson, Great American Reserve Insurance Company; Tom Owens, Texas Bitulithic Company; Oliver Erickson, Mechanical Contractors Association; Jack Hospers, Chance-Vought Aircraft; and Jack Wantland, Texas Employment Commission. Vice-Chairman John D. Mitchell, Collins Radio Company, and Jack Gidcumb, Girard Life Insurance Company, were not present.



"JEROME K. CROSSMAN DAY" in February: The Membership Committee turned out practically 100 per cent to honor Quadruple Life Member Jerome K. Crossman and Mrs. Crossman. The presentation was made by Mayor R. L. Thornton.

### COMMITTEEMAN OF THE MONTH -

After less than a year's service on the Membership Committee, Joe Glickman, founder and president of Margo's Apparel Chain, qualified for February Committeeman-of-the-Month.

Joe is modest about his success, but certain capacities for leadership and decision are innate with him as his progress on the Membership Committee testifies.

Besides being vice-chairman of Section No. 6 of the Lasso Club, which was the section leading in the race for the No. 1 "President Jonsson Trophy" at the end of February, he is president of the Trinity Toastmasters Club, and finds time to run his seven Dallas stores, plus one Ft. Worth store.

His business career started in 1935 in Abilene, Texas. He opened his first store here in 1941, and his eighth this year (Irving).

He resides at 5351 Nakoma with his wife and four children. He was discharged as captain after four years in the Army, during World War II.



JOE GLICKMAN

### **Professional**

HOLLYWOOD STUDIOS, 2102 N. Haskell; C. W. Atkinson (Jack Wantland)

CHARLES NEBLETT III, PHOTOG-RAPHY, 1119 Oak Hill Circle; Charles Neblett III (Joe Murray)

CLARKE, DUNAGAN & HUFF-HINES, INC., 2011 Cedar Springs; Devane Clarke (Jack Wantland)

C. RAY HIEB, CONTACT LENS TECHNICIAN, 330 Medical Arts Bldg.; C. Ray Hieb (John Smith)

ILLUSTRATION SERVICE, 3019-A North Haskell; A. J. Strickland (Staff)

C. R. BIRBARI, C.P.A., Fidelity Union Life Bldg. (Russell Thompson)

HUGHES & DONOSKY, Davis Building, Rm. 617; Robert Hughes (Bill Conklin)

BROWN & BIGELOW, 2133 McKinney; Cliff Estes (Barney Shields)

M. HUNTER KELLER, D.D.S., 8215 Westchester (Charles Chambers)

KEY ASSOCIATES, 416 Oil & Gas Bldg; Miss Gene Key (Joe Murray) DAVID M. SWEENEY, 380 Hillside Village (Jack Wantland)

### **Auto Service and Repair**

JACK MIARS HUMBLE SERVICE, 4901 Greenville Ave.; Jack Miars (Roger Ringler)

ENLOW'S HUMBLE SERVICE, 3504 Greenville; L. D. Enlow (Jack Wantland) STAFFORD MAGNOLIA SERVICE STATION, 5639 McCommas; Ray Staf-

### Service

ford (Jack Wantland)

STEWART VENDING SERVICE, 3027 South Lancaster Avenue; Rex Stewart (H. L. Hankins)

FILM FEATURE SERVICE, 12505 Coventry; Harry Preston (James C. Henderson, Jr.)

### **Printing and Publishing**

GARVIN-BONNER PRINTERS, 1408 Marilla; Steel Bonner (Ralph Breum)

CROSS REFERENCE OF DALLAS,

2909 Maple Avenue; Mrs. Mayo Ragan Wertz (Jack Hospers)

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TOM MILLER DISPLAYS & EX-HIBITS, 2701 McKinney; Tom Miller (Bruce Robbins)

SCOTT-MARSHALL, Addison, Texas; M. H. Greenberg (Dawson Sterling)

TEXLON CORPORATION, THE, 139 Howell; Charles E. Poole (N. W. Ryan)

SARGENT HAT COMPANY, 708 Jackson; Bill Sargent (John Smith)

HIRSH MANUFACTURING COM-PANY, 201 International Road, Garland, Texas; H. H. Hirsh and E. H. Sauer (Jack Hospers)

B.C.&E. MASSAGE EQUIP. CO., 6617 East Northwest Highway; W. B. Clinkenbeard (Norman Rothman)

H. F. WOOD & ASSOCIATES, 2030 Irving Blvd.; H. F. Wood (Nat Ryan)

LENEL COMPANY, 4216 Main St.; Mrs. Frances Rothchild and L. G. Rothchild (Russell Thompson)

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GORDON C. GRASTY, OIL, 1427 Kirby Bldg.; Gordon C. Grasty (James C. Henderson)

CENTRAL AMERICAN OIL & MIN-ING COMPANY, 418 Oil & Gas Bldg.; Emmett J. Morrow (Ralph Sledge)

#### Restaurant

MURPHY'S RESTAURANT, 1114 North Industrial Blvd.; Myrtle Murphy (Ned Meyerson)

### **Amusement**

BRANTLEY'S BOWLING ALLEY, 1807 North Harwood St.; Marvin H. Brantley (Ned Meyerson)

### Construction

JOE F. BOURN CONSTRUCTION. 5602 E. Mockingbird Lane; Joe F. Bourn (Wm. E. Hill)

TOBY BUILDING CORP., 1310 Gulf States Bldg.; Reuben Williams (Joe Glick-

WARD BROS. PLUMBING COM-PANY, 9909 Garland Rd.; E. B. Ward (Robert Watts)

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UNITED STATES GYPSUM COM-PANY, 6810 Harry Hines; Cole F. Foster (C. O. Johnson)

**DIVERSIFIED SALES, INC., 2135** Farrington; W. A. Ward and Roy R. Roberts (Jack Wantland)

THE DOW CHEMICAL CO., 1505 Elm St.; Donald P. Camp (Jack Hospers)

LOUIS CHANEY CORPORATION, 708 Jackson; Louis Chaney (Joe Glickman)

C. P. WAGGONER SALES CO., INC., 301-303 S.E. 14th; Grand Prairie (Jack Hospers)

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(Members increasing their investment in the Dallas Chamber.)

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### NEWS SPOTLIGHT

### Z. E. Black Plans Retirement April 1; Ingram to Head Convention Department

Z. E. Black, "dean" of the Dallas Chamber of Commerce staff and the man who led Dallas into the ranks of America's six leading convention cities, will retire on April 1, J. Ben Critz, vice president and general manager of the Chamber, announced March 8. He said Mr. Black had remained at the Chamber well beyond the regular retirement date, at the request of the organization's Board of Directors.

Richard C. Ingram, who has had an outstanding record in development of Corpus Christi as a convention center, will succeed Mr. Black as manager of the Dallas Chamber's convention department, Mr. Critz said.

A member of the Dallas Chamber's staff since 1918, Mr. Black is believed to have established a record in the Chamber of Commerce profession with his 40 years of continuous service with one organization.

In his 40 years on the staff of the Dallas Chamber of Commerce, Mr. Black has served in several capacities, including assignments as editor of the magazine DALLAS, assistant general manager, acting general manager and secretary of the Retail Merchants Association, as well as convention manager.

"Under Mr. Black's hard work, Dallas became the Southwest's No. 1 convention city many years ago," Mr. Critz said.

'It is only in recent years, however, that Dallas has been able to move up into the front rank of America's leading convention cities. With the expansion of our hotel facilities and the assurance of our new downtown auditorium, we have been able to bid for more and bigger conventions than ever before. Last year's convention business set an all-time record for Dallas, and this year the record will be broken again. Conventions already scheduled assure us that 1959 will again break the record. Much of this business is the result of efforts which Mr. Black initiated many years ago, in some instances 10 years or more back.

"Under the Chamber's established retirement plan for employees, Mr. Black would normally have retired earlier. However, we were at such a critical stage in our development as a convention center that the Board of Directors and management felt that his services should be retained beyond the normal retirement point, in order that Dallas could benefit from his great experience and his dedication to this job."

Mr. Critz said that the Chamber "is fortunate in finding a replacement for



Z. E. BLACK, "dean" of the Chamber of Commerce, compares the first issue of DALLAS Magazine with the latest one. Mr. Black was the publication's first editor when it was established in 1922.

Mr. Black with the high batting average in convention work that Dick Ingram has established at Corpus Christi."

A native of Amarillo, Mr. Ingram is 40 years old and married. He was graduated from Amarillo High School and attended junior college there. He has been in sales and public relations work all his business life.

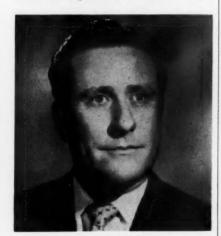
A resident of Corpus Christi since 1950, Mr. Ingram left the aircraft business in 1952 to become convention manager of the Corpus Christi Chamber of Commerce. In August, 1957, the Corpus Christi convention effort was transferred from the Chamber of Commerce to the Corpus Christi Hotel Association, and

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### **News Spotlight-**

Mr. Ingram has continued as the association's Director of Sales and Convention Manager.

He is a member of the Elks, the Ouiet Birdmen, the Press Club and the Southwest Chapter of Hotel Sales Managers. He is a former lieutenant governor of the sixth district. Optimist International: secretary-treasurer of the Central Southwest region of Hotel Greeters of America, and has served as a director of Boys' City. His wife has also been active in civic work. Mr. and Mrs. Ingram will have their temporary residence in Dallas at Crest Park Apartment Hotel.



RICHARD C. INGRAM, who has helped develop Corpus Christi into a convention center, will succeed Mr. Black as manager of the Convention Department.

As Mr. Black looked forward to retirement, with greater opportunity to enjoy his hobbies of gardening, fishing and woodworking, he could count 141 national and international conventions which have already been booked ahead for Dallas, in addition to hundreds of others which have been held here in recent

Among the major conventions now booked for Dallas, which indicate the city's new stature as one of the leading convention cities of the country, are Rotary International, June 1958; Air Force Association, September 1958; American Dental Association, November 1958; American Road Builders Association, January 1959; American Association of Petroleum Geologists, March 1959; Kiwanis International, June 1959; National Retail Grocers Association, 1960; National Elks, 1960; and National Association of Real Estate Boards, November 1960. Each of these will draw between 5,000 and 15,000 visitors to Dallas.

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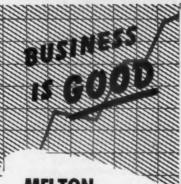
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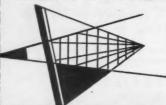
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## We Face the Future with Confidence

On October 3, 1958, Southland Life Insurance Company will complete 50 years of service... providing protection to the American people and supplying funds needed for the growth and expansion of our great country.

During this long span of years, Southland Life has grown in size and strength to become the fifteenth largest stock life insurance company in the United States, with more than \$210,000,000 in assets and over \$1,180,000,000 of insurance in force. The year 1957 was without question the best in the company's history.

Today, Southland Life provides insurance protection for more than half a million families. We want to serve you.



LIFE . ACCIDENT ." HEALTH . HOSPITALIZATION . GROUP

#### **News Spotlight-**

Most convention authorities place Dallas among the country's six top centers, the other major convention cities being New York, Chicago, Atlantic City, Philadelphia and Washington.

A native of Hamilton County, Texas, Mr. Black is the son of the late Rev. Malcom Black, a Presbyterian minister who, at the time of his death at the age of 94. was the oldest living graduate of Texas A&M College. Z. E. Black was graduated from Daniel Baker College, where he lettered in both football and baseball, and later took special journalism courses at Baylor University, where he also played in both sports. In baseball, he alternated between the pitcher's box and catcher. In football, he played fullback. In 1907, as a Baylor fullback, he set a state record with a 45-yard drop kick for a field goal. He also played semi-pro baseball.

Mr. Black edited newspapers in Hale Center, Haskell and Plainview. He also served several years as secretary of the Plainview Chamber of Commerce. He also worked for the Texas Land and Development Co., selling irrigated land in Hale County, and spent some time in Toronto, Canada, as editor of "Canada Monthly."

He joined the staff of the Dallas Morning News in 1917, and in 1918 came to the Chamber of Commerce under the presidency of T. E. Jackson, as publicity director. When the Chamber's magazine DALLAS was established in 1922, he became its first editor. The Chamber's convention department was established in 1922, and Mr. Black was assigned as its manager in 1924. In that year, Dallas was host to some 145 conventions, meetings and trade shows. In 1957, the total number of events on the convention calendar was more than 2.350.

Mr. Black and his wife reside at 5410 Merrimac. They have a son, Bryant Malcom Black of Atlanta, Ga., and a daughter, Frances Black, a journalist who is also employed in Atlanta.

Creative Arts Festival Scheduled for April. The Dallas Chapter, National Women's Committee of Brandeis University will present to the community a Creative Arts Festival, to be held on Wednesday, April 16, at Temple Emanuel, 8500 Hillcrest Avenue.

The program, open to the public without admission charge, will be presented afternoon and evening.

Among the highlights of the festival will be the Hockaday Choir under the direction of Tom Merriam.

#### **News Spotlight-**

Contractors Underscore Convention Importance. More than 1,800 guests were served at a formal banquet last month at the national convention of the Associated General Contractors of America—a significant achievement in Dallas' growing importance as a convention center. Cooperating in serving the formal banquet in Memorial Auditorium were the managements of the Adolphus, Baker and Statler Hilton Hotels.

In a letter to Chamber President J. Eric Jonsson, Geo. P. O'Rourke, Sr., chairman of the Host Banquet Committee of the convention, called the banquet "another exemplary Dallas spirit of cooperation," and said, "This typical Dallas spirit added much to make this a most memorable occasion long to be remembered by the members of our association." Mr. Jonsson spoke at this banquet.

The Contractors' convention registered more than 2,200 delegates, an all-time record and some 600 above last year's attendance in Washington.

Wayne Gard Publishes New Book.

Days when Dallas was a popular center for frontier horse racing will be recalled by a book by a Dallas historian, out this spring. The book, for which stores are taking advance orders, is "Fabulous Quarter Horse: Steel Dust," to be issued May 9 by the New York publisher, Duell, Sloan and Pearce. The author is Wayne Gard, for the last twenty-five years an editorial writer for the Dallas Morning News.

In this book, his fifth, Gard tells the true story of the celebrated stallion of a century ago, owned by two farmers on Ten Mile Creek, southeast of Lancaster. Steel Dust became the fastest sprinter on the prairie turf and later achieved fame as the foundation sire of today's most popular strain of Quarter Horses.

Descendants of Steel Dust still win blue ribbons in Quarter Horse shows at Dallas, Fort Worth, and across the West. Nearly all of the famed Quarter Horses of the King Ranch are a part of Steel Dust's progeny. Charles C. Pierce of Dallas, vice-president of Rauscher, Pierce and Company, stock brokers, is a great-grandson of one of the owners of Steel Dust.



Too many drivers and hunters are unaware of their dangerous lack of visual acuity. Check with your Eye Doctor.

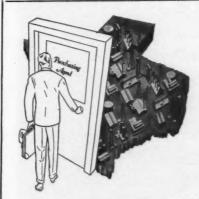
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Yes, there is a good medium for reaching this rich market. This medium is the official magazine of the Purchasing Agents Associations of Texas and Western Louisiana, published monthly since 1920.

Thousands of purchase orders calling for millions of dollars in material, tools and services will be ordered between now and next month by these men who read The Southwestern Purchaser regularly. Buying power per reader is tremendous.

Write for further information

### THE SOUTHWESTERN PURCHASER

Official magazine of the Purchasing Agents Associations of Texas and Western Louisiana

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Dallas

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- DIRECT-BY-MAIL ADVERTISING
- CATALOGS BROCHURES



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#### **News Spotlight-**



Chamber Announces Highway Committee. Avery Mays has been named chairman of the Dallas Chamber of Commerce 1958 Central Highway Committee. E. Carlyle Smith will serve as vice chair-

Committee members are: Thomas L. Amsi, Marvin D. Love, Richard Baker, Henry S. Miller Sr., Tyree Bell, John D. McCall, Walter Blanton, J. A. McDowell, W. C. Brandes, Felix R. McKnight, Granville W. Moore, Joe Callahan, Leslie G. Brown, Donald S. Nelson, Ben H. Carpenter, Ray Clinger, Winston H. Carsten, Roland L. Pelt, Virgil H. Post.

Frank W. Cawthon, H. H. Chambers, R. H. Clinger, E. S. (Rip) Collins, James M. Collins, Trammell Crow, Elgin E. Crull, Joe Dealey, Jay DeFord, Roy Eastus, William H. Estes, Ted R. Ewart, William Gaynier, John Plath Green, Jerry Hanna, Cecil Higginbotham, W. M. Holland, L. M. Hood, Ben Jackson, R. E. Killmer.

Duke Kimbrough, M. D. Reeves, Tom Sewell, R. R. Robinson, N. E. Shands, Charles E. Simons, John Stemmons, H. H. Stirman, M. M. Straus, Marvin R. Springer, C. G. Stubbs, Sr., C. A. Tatum Jr., T. A. Vines, Roy Wadsworth, Clyde A. Wherry, S. H. Whitehurst, W. C. Windsor, Jr., W. L. Wyman, Angus G. Wynne, Sr., and Harold M. Young.

Mr. Mays has said: "Our goal is to help improve our roads and highways, not only around and into Dallas, but throughout the state."





WILSON

Business-Education Day Committee Named. James K. Wilson, Jr., has been named chairman of the Dallas Chamber of Commerce's Business-Education Day Program Committee.

Other committee members are: Thomas L. Amis, Marvin L. Davison, R. L. Fitzpatrick, Leonard M. Green, Ed R. Haggar, Avery Mays, and C. D. Troyer.

Sports Show Set. The eyes of Southwest sports enthusiasts will again be focused on Dallas, when the 10th annual Southwestern Sports, Boat and Vacation Show opens April 12.

Five big shows in one will be presented this year with the addition of a new section on outdoor living. The other shows are fishing tackle and supplies, boats and motors, vacation and travel and the stage and water show.

Ranked by exhibitors as one of the top three in the country, the sports show is sponsored by *The Dallas Morning News* and Radio-Television Stations WFAA as a public service. All net proceeds will go to the Marsalis Park Zoo to buy new animals.

Geologists Honor Heroy. William B. Heroy, President of The Geotechnical Corporation of Dallas, has been awarded an Honorary Membership by the American Association of Petroleum Geologists.

Mr. Heroy is a past president of the Association. In addition, he has been president of the American Geological Institute and the Society of Economic Geologists.

He has been a resident of Dallas since 1946 and recently received an Honorary Membership in the Dallas Geological Society.



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by Jim Stephenson

Gene Key

Sitting at her desk in a tastefully decorrated suite in the Oil and Gas Building at 318 North St. Paul, Gene Key reminisced a bit last month. Said the gracious boss lady of Key Associates, advertising agency:

"I think the luckiest day of my life'was one in September of 1945, when a college ex-roommate called me in Vernon to say, 'Key, come on to Dallas. I've got us an apartment and found you a job." .

Plenty of civic-minded folk will tell you that it was a "lucky day" for Dallas, toothat little Vernon's loss was Big D's gain.

Actually, though, it wasn't necessary that they tell you. Gene Key's success speaks for itself. Gene and Dallas are like intelligent, congenial sisters. They love and respect one another.

They're both good looking gals, They're both imaginative. They both have plenty of know-how, and the energy to put it to use. Each is a success story, but the story of her success is only just beginning.

Gene was covering city and county news for the Daily Record in home-town Vernon at the time her friend phoned. Only a few months out of TSCW at Denton, where she edited "The Lasso," she already was making a name for herself as a newspaperwoman.

The job waiting in Dallas was that of publicity-advertising assistant at the Dallas branch office for Warner Bros. Pictures.

"There," says Gene, "I learned a great deal about finding the outstanding features of a motion picture product (or any product) and making the most of it. Also became friends with some of the people who helped shape my career. My boss, George Brannon, set an example of integrity, enthusiasm and hard work . . . greatest press agent I've ever known."

In 1941, Gene joined the staff of the late Ray Beall, when he opened up a new agency after some years as one of Interstate's Theatres' top circuit ad men. Beall's background landed him the State Fair Musicals ad account in 1950. In 1951, he got the entire State Fair contract.

After Ray's death in January of 1955, Gene entered a partnership, and the new agency picked up the State Fair and Musicals accounts. Gene serviced them throughout 1955, '56 and '57.

So effective was her work that last year's fair advertising won first place awards from the International Association of Fairs and Expositions in both newspapers and billboard categories.

Gene started off 1958 with her own agency, a new State Fair contract and a highly talented staff that includes Miss Margaret Murrell, assistant on accounts; Miss Joyce Rosenthal, art director; and Miss Kay Nesom, described by Miss Key as "a multipurpose agency gal who handles billing, assists in budgeting—the ideal office manager."

Her three associates go along wholeheartedly with Gene when she says:

"Dallas is the greatest, most stimulating place in the world. It's 'my town' and I'm terribly proud of its progress-the new Memorial Auditorium, new Dallas Love Field, the city's emphasis on culture, with things like the magnificent Fine Arts Museum and the Symphony.

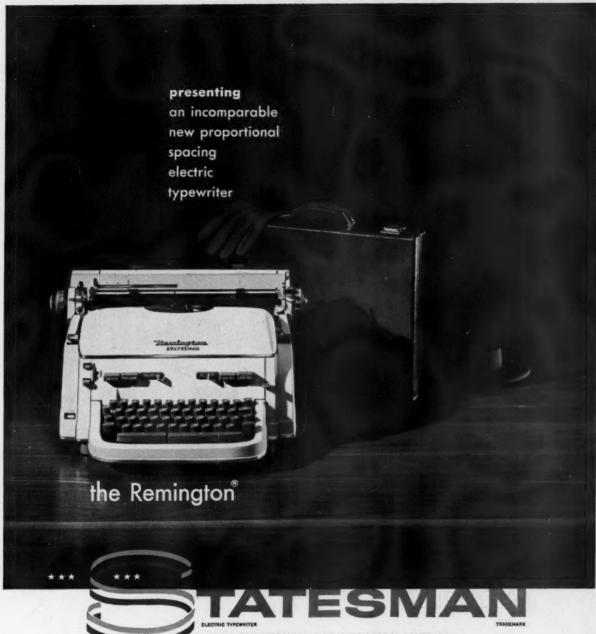
"Many of the State Fair Musicals are better than anything on Broadway. And Charlie Meeker is one of the nation's top producers.'

Gene says the "big" people with whom she's associated in her work for the Fair make her job easy. People like James H. Stewart, Thad Ricks and Ray Wilson. And "Mr. D" and other outstanding business and civic leaders who serve as direc-

Also contributing to an ever-greater Dallas, culturally and commercially, says Gene, are its top artists, printers, engravers, typographers-"as good as any New York or Chicago has to offer-and possibly more imaginative and enthusias-

Miss Key and Spooky and Tsindy Lu (her Pekes) live at 3416 Mockingbird Lane. She enjoys gardening, interior decorating, cooking, fishing, hunting, skiing, water sports and golf.

"I've found," she observed, "that everything I do and everyone I meet helps me do a better job of advertising."



A NEW SPOKESMAN FOR BUSINESS AMERICA...
UNRIVALED FOR TYPING SPEED, EASE AND PERFORMANCE

The REMINGTON STATESMAN . . . beauty and functional perfection combined! Here at last is a practical proportional spacing typewriter that will deliver the personal warmth and character of proportionally spaced correspondence with the speed and ease of a general office typewriter. Its Exclusive Automatic Backspacer and Position Locator eliminate time-consuming chart references and space counting . . . its natural speed-slope keyboard, split-second escapement mechanism and roller bearing carriage action give you high speed

and quiet in addition to the advantages of proportional spacing.

A variety of vibrant type styles, seven different colors and countless other design and operational features, make the REMINGTON STATESMAN the totally new, totally different typewriter of the age.

Remington Rand

DIVISION OF SPERRY RAND CORPORATION 2100 NORTH AKARD ST., DALLAS 1, TEXAS





Auto-ramic Banking is the modern banking idea for modern people. Herethy:

YOU SAVE TIME. Average teller-service transactions on the Drive-Thru bl
take just 40 seconds; there's no delay ... no backing up ... no turning around

"My office is on Harry Hines, and it takes just seven minutes for me to drive in to Texas Bank...then — 40 seconds and I'm on my way."

turn to Texas Bok it's



YOU SAVE TROUBLE. Just come as you are and bank from your car. If you're tired of "parking, walking and standing in line" to do your banking — drive to the tri-level Texas Bank and try Auto-ramic Banking service. You'll never go back to the old-fashioned banking again.

Bak it's easy ... it's Auto-ramic

Herwhy:

rou

TEXAS BANK

AND TRUST COMPANY

MEMBER F. D. I. C.

## Arnold / isn't an



### He just doesn't have "Continuous Vision"

Things like this happen when your natural vision is impaired-when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames.

"The Prescription House for the Eye Physician

### SYLVESTER'S

Dispensing Opticians

Phone RI 2-6968

301 Medical Arts Building

Dallas

## US world trade NEWS

### The Case for Reciprocal Trade

by Harold M. Young Vice Chairman, World Trade Committee

The World Trade Committee at its regular meeting on Tuesday, February 18, unanimously adopted a resolution to recommend to the Board of Directors of the Chamber of Commerce through the Legislative Committee that the Reciprocal Trade Agreements program receive approval of the Dallas Chamber of Commerce, and that the Texas Representatives and Senators in Congress be so notified. After the Chairman of the Legislative Committee, Paul Carrington, had referred this to his committee, the recommendation was made to the Board on Friday, February 21, and the following resolution was adopted:

"Consistent with previous position to that effect in prior years, the Dallas Chamber of Commerce supports the extension now of the bi-partisan reciprocal trade agreements program, and urges all Senators and Representatives from Texas to vote for legislation to that end."

The World Trade Committee is of the opinion that the trade agreements program has been beneficial in the extension of our trade, both export and import,

throughout the world. This group is greatly pleased that the Legislative Committee and the Board of Directors see fit to endorse this Committee recommendation. There are impelling reasons for everyone-in sheer self-interest in security-to consider extension of the Reciprocal Trade Agreements Act as a means of strengthening our security.

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It is a matter of importance that the President this year turned over the responsibility for the furtherance of this legislation to the Secretary of Commerce. It is the responsibility of this Department to foster, promote and develop the foreign and domestic commerce of the United States.

With world trade becoming an ever more important part of our economic life, it is fitting that the Department of Commerce play an increasingly significant role in the formation of our foreign trade policy. This step by our President serves to strengthen the role of the Commerce Department in trade agreement matters and in foreign economic questions. The very fact that the President asked the Secretary of Commerce to bring to the Congress the trade proposals of the administration reveals the increasing responsibility of this Department which has wide

## FREE Mailing Lists!!

Dallas and Dallas County Residences

- \* Entire Dallas County and Dallas lists
- You pay only \$5.00 per 1,000 for addressing
- The most direct and economical way to get your sales message to your customer

Riverside 2-2724

1408 Marilla Street



experience and understanding of the problems of private industry.

It is significant that foreign trade provides a livelihood for at least 41/2 million of our workers, or about 7% of our labor force. This figure includes those engaged directly or indirectly in production or service for export, or in the distribution of imports, or in the first factory processing of imported materials. Our exports of goods and services currently represent about 6% of the nation's output. The value of U.S. goods marketed abroad in 1956 exceeded the value of all consumer purchases of automobiles, parts and accessories. It also exceeded the value of all residential non-farm construction, and, further, all consumer purchases of furniture and household equipment. Around 9 percent of our entire output of movable goods was exported in 1956, Secretary of Commerce Sinclair Weeks reported before the Committee on Ways and Means of the House of Representatives. He further stated that we exported 11 percent of our machine tools and 19 percent of our production of trucks, and 26 percent of our construction and mining equipment.

We could cite many other examples of the importance of world trade to specific industry. However, it is believed that the foregoing will serve to indicate that our export trade is a very significant part of our total overall business.

The Secretary of Commerce is not a Free Trader, nor is he a hard-shelled Protectionist. It might be said that he considers himself a Moderate, and since he feels that the bill under consideration is one that is considered moderate, he recommends wholehearted support by The Congress.

By exporting, we earn the means to pay for our imports. Our general standard of living is greatly improved by virtue of the fact that we are able to reach out to the far corners of the world and bring in goods from all lands that help to give us a better way of life. People throughout the world are thus given the opportunity to enjoy products of the United States of America that they are able to obtain because they have built up an exchange by the export of their own goods to us. Trade must be advantageous to both parties.

A very important reason for supporting this reciprocal trade agreements program is to give us a weapon with which to compete with the European Common Market, which will be composed of Belgium, France, Germany, Italy, The Netherlands and Luxemburg. These six European countries with a combined population almost equal to ours, and a combined national product about ½ of our own, are





PUBLIC RELATIONS COUNSEL

DALLAS / 3906 Lemmon Acenue / LAkeside 6-8751 / twx DL1088 FORT WORTH / Texas Hotel Building / EDison 5-5077 / twx FT8124 GALVESTON / 2221 Market Street / SOuthfield 3-4696 / twx GL7031 SANTA FE / 115 Calle La Pena / 2-0821 / twx Santa Fe N M 595

Teletype-connected affiliates in New York, Washington, Chicago, Los Angeles



4011 cedar springs LAkeside 8-2530

Pan American Highway Advertising

### COMPLETE HIGHWAY SIGN SERVICE IN 41 STATES

for

Local ≯ Regional ≯ National Advertisers

P. O. Box 2793

Dallas, Texas

### ALL

MOTION PICTURE FILM SERVICES IN ONE BUILDING

### SOUTHWEST FILM LABORATORY, INC.



COMPLETE PRODUCTIONS

PRODUCERS' SERVICES

LABORATORY FACILITIES

PLUS

### TRIAD COLOR-CONTROL

Southwest's pioneered 16mm additive color print process. Absolute sceneto-scene color correction. Now balance foo:age from old archives to present day shooting.

### SOUTHWEST FILM LABORATORY, INC.

3024 Fort Worth Avenue

DALLAS 11

WH 6-2184

in the process of forming a new economic grouping. When this common market is ultimately achieved, all duties on the internal flow of goods will be eliminated. They will have a common customs tariff applicable to all outside countries. Beginning in about four years, the participating countries will take the first steps to apply a common customs tariff to the outside world, including the United States. It is anticipated that with this new step being undertaken by these six countries that they will ultimately enjoy a higher standard of living than would otherwise be the case. It is generally assumed that industry and agriculture in this common market will become more efficient and more productive, and, therefore, more competitive. We must keep ourselves in a bargaining position to compete with this European Common Market, and we must be in a position to bargain with this group of countries tariffwise.

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In 1957, we exported to these countries 2.3 billion dollars of goods. The extent to which we can benefit by these enlarged opportunities will depend upon the tariff adopted by the European Common Market and our ability to exchange trade with them that will be mutually beneficial. This European Common Market will stand ready to adjust individual rates in return for reciprocal concessions by its trading partners. Through the Reciprocal Trade Agreements Act, the President will have authority in this field, which will enable us, in the end, to expand our export markets in this vitally important area of the world.

Another important factor to be considered is the Soviet economic offensive. This program has a definite tie-in with our nation's security. Mr. Khrushchev, on November 2, 1957, made the following statement:

"We declare war upon you — excuse me for using such an expression — in the peaceful field of trade. We declare a war we will win over the United States. The threat to the U.S. is not the ICBM, but in the field of peaceful production. We are relentless in this and it will prove the superiority of our system."

We must be in a position at all times to meet the Soviet Union on an economic offensive for the markets of the world. The Soviet Union is apparently convinced

ABUNDAVITA FOOD SUPPLEMENT
with exclusive HUNZA GRASS base

HERB NEECE

FL 2-1359

DALLAS . MARCH, 1958

that trade is the most effective way to win over the peoples of the world. The Russians may well be right. At any rate, we should be ready to meet them in the world's market with the proper economic armament.

The Reciprocal Trade Agreements Program is a procedure wherein we can give a little and take a little with a moderate approach. Secretary of Commerce Sinclair Weeks believes that the enactment of this program will enable us to take advantage of the moderate approach in the tariff world.

#### WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

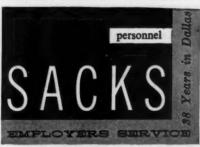
#### **EXPORT OPPORTUNITIES**

MEXICO — Cia. Mercantil "La Popular," S.A., Esq. Juarez y Madero, Apdo. Postal 63, Aguascalientes, AGS. Mexico. This firm desirous of purchasing factory rebuilt typewriters. Will pay cash.

MEXICO — Estado de Coahuila de Zarazoga, Coah. Mexico. Director in office of State Government of Coahuila, Mexico, seeking to purchase equipment listed. Write to Mr. Lorenzo Martinez Medina, Director, to address shown herein if desirous of supplying: Caterpillar D8 Tractors, angle dozers, bull dozers, (with power take-off) Sheep's foot tamping, Model H-30 Tampo, Scraper Caterpillar 80, and Joy water well drills, Models 35 and 225-W.

#### IMPORT OPPORTUNITIES

PAKISTAN — M. A. Asar & Co., 4/74 Ahmadpura Circular Road, Sialkot City, Pakistan. Producers and exporters of types of product categories; sports and games articles; and Surgical; and Musical instruments. Seeking contacts with interested manufacturers representatives.



OFFICE SALES DALLAS 1, TEXAS, TECHNICAL R17-0694

### LEO L. LANDAUER & ASSOCIATES

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

LA 6-8351 LA 8-9562



You ought to see what's going on behind the Blue Door on Cochran Street!

Blinding lights flash. Strange and colorful chemicals seethe. Delicate, precision equipment hums. Dextrous hands perform graphic miracles with film, metal and paper. All this brings you an ever-improved product . . brilliant, colorful lithography. Come see for yourself; we welcome your visit to our new plant any time. Robert Wilmans Printer, Inc. 1502 Cochran Riverside 1-5244

Announcing

A NEW, NATION-WIDE

### FIELD WAREHOUSING SERVICE

INVENTORY FINANCING

The Dallas Transfer & Terminal Warehouse Company offers exclusively the National W/R Field Warehousing System in Texas. Field Warehousing enables manufacturers and distributors to finance inventories through local banks or suppliers. The inventory used as collateral remains on the premises of the customer.

Member companies are located in 22 principal cities of the U.S. and are leaders in the industry, having an average of 47 years public warehousing experience. Their total assets exceed \$17,000,000 — indicative of high individual responsibility.

- In addition to wide experience and high financial responsibility of these companies issuing Warehouse Receipts, you have the further protection of broad bond and insurance coverage.

For more complete information on the many advantages offered under the National W/R System contact —



Dallas Transfer AND TERMINAL WAREHOUSE CO.

2ND UNIT SANTA FE BLDG

Telephone RI 2-7111

Teletype No. DL-344

Established 1875



BISHOPATCENTRE

Superfiler

You can reduce file operating costs at least 25% by installing SUPER-FILER

Pull open a Super-Filer drawer and its unique swing front spreads the contents in a V and makes everything instantly accessible. No fooling with compressors.

MEMBER FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION

The simple operation of filing or finding a letter in Super-Filer, checked by stop watch, takes only half as long as with a conventional rigid-front file.

No shifting of file folders back and forth. You just turn the contents like the pages of a book to the folder you want. And then you take out a letter or drop one in. There's one sure way to prove the savings Super-Filer makes possible for you. See it demonstrated and then try it out in your own office.

Stewarts

Store and Furniture Display - 1523 Commerce Street

General Office and Mimeographing Division, 400 S. Austin Phone Rt 7-8581 JAPAN — Tomoe Soroban Co., Ltd., 11 Asahi-cho, Kanda Chiyoda-ku, Tokyo, Japan. This manufacturing firm desirous of exporting special computer and therefore seeking reliable importers. Contact Chamber department for additional information.

ITALY — Arte Sacra, Casella Post. 11, Villa Franco, Italy (Prov. Bolzano). Producers and suppliers of Ecclesiastical goods such as statuary and other articles in wood handcarving, desirous of contacting importers.

MEXICO — Londres No. 106-A, Mexico D. F. Mexico. Manufacturer of leather goods seeking importers in Dallas for sale in this merchandise.

MEXICO — Industria de Plastico, Mina 4534, Apdo. Postal 352, Nuevo Laredo, Tamps. Mexico. This fiber-glass boat factory seeking sales in Texas as well as in Dallas.

MEXICO — Noe Pena Gonzalez, Espinoza No. 1140 Pte., Monterrey, N. L. Mexico. Manufacturer of Brooms seeking wholesalers in this area to handle this product.

PERU — Compania Agricola Industrial del Peru, S.A., Carabaya 515 of 618, Apdo. 708, Lima, Peru. This firm desirous of contacting importers and users of mahogany and other hard woods.

HONG KONG — Augustus Lee, P. O. Box 5417, Kowloon, Hong Kong, China. Manufacturers and exporters offering and seeking sales of silk brocade garments of all descriptions such as evening jackets, theater coats for women, smoking jackets, soft goods such as poplin blouses for ladies, tapered trousers, and other materials made in different wearing apparel, handbags of bead embroidered types; novelties of all types.

ITALY—Italian Trade Commissioner, 131 International Trade Mart, New Orleans, La. Italian manufacturer of all wool or mixed materials for men's overcoats or ladies suits seeking representation in the U. S. may be contacted through his office. Manufacturer's name is Lanificio San Marco.

### TEMPORARY OFFICE HELP Call for a "Kelly Girl" Riverside 2-3981

No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



### Russell Kelly Office Service

1209 Simons Building Dallas, Texas

## Southwestern Life REPORTS...

The accompanying statement of condition and other operating results for 1957 tell of another year of substantial progress by Southwestern Life in serving the insurance and investment needs of the growing Southwest.

During the year assets increased to a total of \$418,163,384. For some years the Company has ranked among the top 5% of all life insurance companies in the United States.

## 55th ANNUAL STATEMENT OF CONDITION DECEMBER 31, 1957

#### ASSETS

United States Govern	ıme	ent	Bo	no	ls.						\$ 42,729,504.04
County and Municipa	al E	on	ds					9			 31,706,671.44
<b>Public Utility and Co</b>	rpo	ra	tion	B	on	ds					44,590,025.65
First Mortgage Loans	10	R	eal	E	stat	e.					200,861,332.41
Collateral Loans .											8.328.976.54
Home Office Building											1,600,000,00
Preferred Stocks .											8,917,259,41
Bank Stocks											7.077.957.00
Other Common Stock	(S										17.753,556.00
Cash											6,813,650,40
Loans Against Cash	Val	ues	s of	P	olio	ies					30.089,733,33
Accrued Interest and	M	isc	ella	ne	ou	s A	SSE	ets			2,292,190,47
Net Premiums to Cor	mp	et	e P	oli	cy '	Yea	ITS				15,402,528.14

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in the statement.

TOTAL ASSETS . . . . . . . . . . . . . . . . \$418,163,384.83

#### LIABILITIES

Policy Reserves						\$351,966,5/4.61
Premiums and Interest Paid in Advance					٠	3,518,972.77
Reserve for Taxes and Other Liabilities						4,218,578.58
Mandatory Valuation Reserve						9,929,042.48
TOTAL LIABILITIES						\$369,633,168.44
Surplus Funds for Protection of Policyow						
Reserve for Contingencies						19,030,216.39
Capital Stock					0	7,500,000.00
Surplus (				-		22,000,000.00
Total Capital and Surplus Funds .			07			48,530,216.39
TOTAL LIABILITIES AND SURPLUS	F	UN	DS			\$418,163,384.83

Bonds and stocks in this statement are valued as prescribed by the Committee on Valuation of Securities of the National Association of Insurance Commissioners.

Southwestern Life's resources, consisting for the most part of Policy-owners' savings, continue to be an important factor in the economic development of the area served. These funds are invested in the construction or improvement of homes, churches, hospitals, schools, roads, farms, ranches and industrial enterprises, all of which contribute to a high and rising standard of living in the Southwest. More than \$57,000,000 of new such investments were made in 1957.

### More Than \$1,615,000,000 Insurance in Force

Total ownership of Southwestern Life Insurance at the end of the year amounted to \$1,615,486,922. The twelve-month gain was the largest ever recorded by the Company. It was the ninth consecutive year in which the Company's agency organization achieved a new production record.

### New Record in Policy Benefits Paid

Benefits paid to policyowners and their beneficiaries reached a new calendar-year high of \$25,215,156 and such payments by the Company since it was organized nearly 55 years ago amounted to \$266,832,104.



## Southwestern Life

HOME OFFICE, DALLA

COMPAN

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE



TELEPHONE LAkeside 6-7443 4501 HARRY HINES BLVD. DALLAS, TEXAS

February 10, 1958

Mr. L. H. Griffin Texas Distributors, Inc. 3914 Live Oak Street Dallas 3. Texas

Dear Mr. Griffin:

One of our Metallic Steel Buildings, shown in the inset below, sold and constructed by Delta Steel Buildings Company, has General Electric air-conditioning equipment from Texas Distributors.

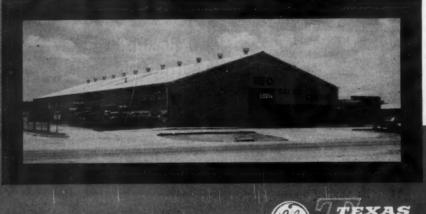
The system has been highly satisfactory and although it was the first G.E. unit to be installed in one of our Metallic Steel Buildings, it certainly paved the way for others.

The happy combination of General Electric air-conditioning and steel buildings, available with full insulation, has resulted in contented clients.

Cordially yours,

DELTA STEEL BUILDINGS CO.

William T. Slaton
President





3914 LIVE OAK STREET DALLAS, TEXAS

TAylor 3-2194

59

DALLAS . MARCH, 1958

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DAL



"Hold on, Henry! Back in Dallas, things are jumpin' UP."

### **Business Ahead of Nation**

### **Dallas Economy Continues to Rise**

American complacency has been shaken since January first by gloomy magazine forecasts and dark radio and TV reports on Congressional anti-recession proposals.

People all over the country are Henny-Pennying with depression talk based purely on national averages that do not point out areas which are largely, if not entirely, protected from current business tremors. Dallas is one of these areas. Latest figures, compiled by the Research Department of the Chamber of Commerce, show Dallas ahead of the nation 2.5 per cent in bank debits; 13.6 per cent, building permits; and 70.6 per cent in housing starts.

While the nation is *down* from last year 1.9 per cent in employment, Dallas is *up* 1.7 per cent.

### The Dallas Economy Stays Ahead of Lagging National Trend

	NATIO		NAL		DALLAS					
Item	Feb. 1958		Feb. 1957	Percent Change	Feb. 1958	Feb. 1957	Percent Change			
Employed	61,988,000	63,1	90,000	- 1.9	347,485	341,600	+ 1.7			
Unemployed	5,173,000	3,1	121,000	+65.7	16,400	10,900	+50.5			
Labor Force.	67,161,000	66,3	311,000	+ 1.3	363,885	352,500	+ 3.2			
% Unemployer in Labor	ed									
Force	7.7		4.7	+63.8	4.5	3.1	+45.2			
Sources:	U.S. Dept. of	Labor	r and Tex	as Employ	ment Com	mission.				
1	Ja 19	n. 58	1957 Jan.	Percent		Jan. 1957	Percent Change			
Bank Debits <sup>1</sup> (millions of do	\$128, ollars)	507	\$128,05	4 +0.4	\$2,660	\$2,586	+ 2.9			
Building Perm (thousands of		748	\$366,60	5 +1.1	\$9,800	\$8,544	+14.7			
Housing Start	s³ 69,	000	63,00	0 +9.5	960	533	+80.1			
2 Source: Dun &	Reserve Bulletin, P Bradstreet, Nationa ept, of Labor, Non-	1 figure	is combined	total of 216	of 343 cities e cities excludin	xcluding New ng New York	York City. City.			

You Can Buy Wholesale

Luggage - Sporting Goods - Appliances Cameras - Watches - Diamonds

### The SessionS co.

1800 Good-Latimer Expressway

### A NEW LOCATION

We are now better equipped than ever to serve you in our new location at 4309 Avondale.

This modern plant also houses our files of a Half-Million Negatives of Old Dallas pictures, indexed by firms.

Call us for Old Pictures — and for prompt and dependable photographic service on today's requirements.

Call LA 8-4211

Since 1911



## CLOUD

**Employment Service** 

"The Right Person for the Right Position"

Since 1929

Solve your personnel problems by calling...

### RI 7-4821

We have Professional, Executive, Office, Sales and Technical help of all kinds.

Your use of our interviewing rooms is invited.

H. NESTOR DuVALL, Manager

National City Building

DALLAS I, TEXAS







### Wilson Crook Jr., and Jay DuBose by Elery Owens

There's no kinship between archeology and piano playing, at least not as such.

Yet two young men with such divergent interests are working in tandem as key executives of the Southwest's oldest advertising agency, which has operated continuously under the same name — Crook Advertising.

But interests aside, both are primarily advertising men. The older member of the team — but only by one year — is 35-year old Wilson Crook Jr., the agency's senior vice president. The younger is Jay DuBose, who at 34 is a vice president.

Together, they are helping carry on the tradition of quality advertising service, which was started by Bill Crook's father — William Crook Sr. — when he founded the agency in 1922. Of all the agencies that were operating in Dallas at that time, only Crook Advertising remains — under the same management and the same name.

Both these young executives are well-fitted by training and background for their posts with the agency. Bill practically grew up in the business, working at the agency during vacations and for a time running advertising copy for the ad department of the Dallas Morning News.

Yet there was a point when he seriously considered passing up a career in advertising — in favor of one which Bill says "combines the fun of a detective story and a treasure hunt."

He is an amateur but expert archaeologist, the culmination of an interest that began as a boy.

After the war, and service as an artillery captain in the South Pacific, Bill returned to SMU to complete work on degree in business and Spanish, in addition to the one he already had in journalism. It was then that he gave a lot of thought to archaeology. However, he finally decided to relegate his interest in this fascinating but generally ill-paid field to weekend explorations.

Jay DuBose calls himself a "frat house piano player." But his musicianship has served him well; so has Bill's archaeology, though in a different fashion.

Bill can return from a weekend of exploring the gravel pits and outcroppings of the Trinity River valley for bones or other artifacts—and on Monday be ready to tackle advertising problems with vigor and enthusiasm that the business demands.

Jay, on the other hand, has put his piano playing ability to a different use by becoming something of an expert at composing singing commercials. He says that he gets a kick out of it. But more than that, it's a handy knack for an advertising man to possess, particularly one who does considerable work in the radio and television fields.

These two first joined forces at Crook Advertising some three years ago. Before that, Jay — who it a native of Belton — had done a wartime tour aboard a navy minesweeper in the Caribbean—and completed work in journalism and advertising at the University of Texas. From Austin, he went to Washington and a job as night re-write man for United Press. This was followed by a year in New York with the foreign advertising department of Remington-Rand.

Then, Jay made what he calls his best

decision ever — to return to Texas. He spent the next five years as national advertising manager of the Temple Telegram—and two more as as Pertising manager of the Odessa America

Bill, in the meanine, had been put through his paces at the agency. Returning in 1947, he started as a small accounts man—pounding the streets, selling ads and making them up. That apprenticeship completed, he was shifted over as number two man on the Mrs. Tucker's account—and then on up the executive ladder.

Bill describes Crook Advertising as a regional agency with home-grown accounts. And he quotes his father as listing one of its major accomplishments as fighting the home-folks battles—and helping prove that Southwest industries and business do not necessarily die in front of the big national corporations.

It's a concept that finds Bill Crook in complete agreement. And with the Southwest coming more and more into its own by virtue of the rapid expansion of the post-war years, that contribution becomes increasingly important. Many of the business and industries growing so fast in this part of the country may well be able to hold not only their own in the Southwest, but to forge into positions of leadership nationally.

Bill Crook has shown clear indication of following his father's leadership in this fight. And in Jay DuBois, he has an able

In all liklihood, the years ahead will provide further proof that the two of them are handy men for the Southwest to have in its corner.



#### ASSETS

Cash in Banks and Offices	,		\$3,156,789.13
			6,831,767.19
*** * * * *			322,197.29
*Municipal Bonds			4,805,579.92
MI 1			6,631.97
Mortgage Loans			465,012.68
Collateral Loans			1,082.633.28
Savings and Loan Investments			1,905,584.23
† Public Utility Preferred Stocks			1.089.518.00
Industrial Preferred Stocks			1.033,300.00
Bank Stocks			4,347,351.00
Insurance Stocks			1.082.430.00
Vanguard Insurance Co(a wholly owned Subsidiary)			2.074,574.28
†Railroad Common Stocks			39,400,00
Public Utility Common Stocks			617,149,00
Industrial Common Stocks			3.589,727.00
Agents' Balances (Not over 90 days)			1,877,697.16
Premium Notes			1.880.312.96
Home Office Building			1,648,342,12
Eastern Department Building			91,318,23
Pacific Coast Department Building			91,358.25
Due from Reinsurers			250.317.12
Other Assets			69,057.34
		-	358,048.15
		430	1,330,070.13

#### LIABILITIES

Unearned Premium	Reserve						٠	٠	٠	٠		\$21,030,738.27
Reserve for Losses				٠		٠	٠		٠	6		842,594.00
Reserve for Taxes		2										569,000.00
Reserve for Contin	ngencies	٠	٠								٠	00.000.001
Other Liabilities .										٠		756,454,19
‡Contingency Re Capital:	serve .	٠			٠	٠	\$5,	774	1,30	90.9	96	
Preferred .	\$	1,40	00,	000	.00							
Common		3,90	00,	000	0.00	)	5,	300	00,00	0.00	00	
Earned Surplu	s						3,	984	.96	0.7	3	
Policyholder	rs' Surplu	18										15,059,261.69
											41	20 350 040 15

\*Amortised
Yalue as established by Insurence Commissioners Committee on Valuation of Securities.
Represents access of market value over cost.
U. S. Government Bonds of the par value of \$1,758,000,00 are on deposit with the Insurance Departments of various states in accordance with legal requirements,

### Republic Writes Direct Agency Business in the Following States

Arizona	Missouri
Arkansas	New Jersey
California	New Mexico
Colorado	New York
Connecticut	Ohio
Delaware	Oklahoma
Illinois	Oregon
Indiana	Pennsylvania
Iowa	Tennessee
Kansas	Texas
Kentucky	Utah .
Louisiana	Virginia
Maryland	Washington
Michigan	Washington, D.C.
Minnesota	Wisconsin

### Republic and Vanguard Write the Following Coverage

Rents
Explosion
Homeowners
Automobile
General Liebility
Burglary
Earthquake
Comprehensive
Personal Liability
Comprehensive
Dwelling Fire Extended Coverage Additional E.C. Windstorm Tornado Tornado Hail Hail Inland Marine Physical Loss Broad Form Riot " Civil Commotion

#### VANGUARD INSURANCE COMPANY

DALLAS, TEXAS **DECEMBER 31, 1957** 

ASSETS		LIABILITIES					
Cash in Banks	\$ 379,714.92	Unearned Premium Reserve	\$1,420,327.57				
*U. S. Government Bonds .	2,543,150.01	Reserve for Losses	573,734.00				
*State Bonds	24,845.72	Reserve for Taxes	- 58,008.05				
*Municipal Bonds	304,834.63	Reserve for Contingencies	25,000.00				
† Public Utility Preferred Stocks	84,250.00	Other Liabilities	19,849.50				
† Industrial Preferred Stocks	195.750.00	Schedule "P" Statutory Reserve	64.586.03				
†Common Stocks	130,278.00	Contingency	04,360.03				
Agents' Balances (Not over 90 days)	282,049.04	Reserve . \$ 28,428.90 Capital . 1,000,000.00					
Premium Notes	277,531.12	Surplus . 1,046,145.38					
Other Assets	13,675.99	Policyholders' Surplus	2,074,574.28				
\$4	,236,079.43	\$	4,236,079.43				

\*Amortized
Yalise as established by Insurance Commissioners Committee on Valuation of Securities.
\*Represent excess of market value over cost.
U. S. Government Bonds of the per value of \$80,000,00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.



Over a Half Century of Progress

JANITOR SERVICE

WINDOW CLEANING

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OFFICE FURNITURE is tailored TO REQUIREMENTS OF THE JOB—INCREASES EFFI-CIENCY, PROTECTS YOUR INVESTMENT IN PERSONNEL



Manpower is the largest investment in an office operation...protect that investment by giving your personnel proper and adequate equipment with which to work. Art Metal desks can be "tailored" to the exact requirements of any office job. Perhaps we can help you solve your office problems.

Without cost or obligation we would be happy to show you how Art Metal Desks can be tailored for peak efficiency for any job. Call teday.



FREE
Literature
on our
PLANNING
SERVICE

Washington

(Continued from Page 9)

ment of rivers and harbors in the interior States, asserting that ample Federal funds should be expended "to improve the navigation of Western Rivers" (thus leaving no doubt as to what his position would have been today on the comprehensive Trinity program). And he even - more than a hundred years ago - asserted Texas' rights to its tidelands. In a masterful paper on the Treaty of Guadalupe Hidalgo he emphasized the "sovereignty and rights of Texas," stressed Texas' ownership of "all the vacant and unappropriated lands lying within her limits," and clearly defined the boundary of Texas as "starting in the waters of the Gulf of Mexico, at a point three leagues east of the mouth of the Bravo del Norte".

All of the above statements as to his political views on major issues are extensively documented in his own words, and in editorial comment in periodicals of the time, among the material which practically surrounds me here as I write: and only the limitations of space compel me to resist the temptation to pass along many fascinating examples of his eloquence on those subjects. It must suffice to say that it would have been virtually impossible for the South and West to have fashioned from the raw material of their political thought such a quintessent exemplar of their philosophy as this gentleman of the Philadelphia aristocracy.

This factual information on Dallas' political career affords no real proof, of course, that our city was named for him, but it does lead to the conviction, in my judgment, that Bryan is much more likely than not to have known who Dallas was. and much more likely than not, if he did know who he was, to have been an admirer of him politically. Still unresolved, of course, is the intriguing question, did Bryan ever actually have a personal contact with Dallas? Here again, though facts to substantiate it are despairingly elusive, the peculiar circumstances of their personal histories suggest that it was entirely possible that he did. The key to the mystery probably lies in Nashville with "Old Hickory" and the Hermitage.

Just prior to the presidential campaign of 1824, Dallas was strongly supporting John C. Calhoun, but as the race for the Democratic nomination neared its climax

OFFICE MACHINES

"In Dallas Since 1902"

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2805 Gaston — Call TA 1-2358

Dalla woul loval cure switc poin perso mate paigr nent cal c he w "at n ing t voun the in the e conv

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Dallas perceived that Andrew Jackson would make a stronger candidate. Always loval to his political commitments, he secured the acquiescence of Calhoun before switching his allegiance, and from that point on he was a staunch supporter and personal friend of Jackson. He contributed materially to Jackson's successful campaigns in 1828 and 1832, and was prominently identified with Old Hickory's political career. ("I first saw General Jackson," he wrote years later to an acquaintance, "at my father's house in Washington during the winter of 1815-16, and then, as a young man, yielded with enthusiasm to the impression of his military exploits and the equally attractive peculiarities of his conversation and manner.")

During these eventful years John Neely Bryan was growing up in the shadow of the Hermitage. He was 14 in 1824 and 22 in 1832. Nashville in 1830 had a population of 5,566 (considerably less than what Farmers Branch in Dallas County has today), and it is inconceivable that in a community of that size voung Bryan did not know his celebrated townsman, the Hero of the Battle of New Orleans. The conviction that he must have is strengthened by the fact that the youth was no shiftless ne'er-do-well; he is known to have studied and practiced law during that period, and as an earnest young man he must have taken some interest in the political affairs in which General Jackson was so actively involved. It would be surprising indeed if he, like Dallas a few years before, had not, "as a young man, yielded with enthusiasm to the impression of his military exploits, and the equally attractive peculiarities of his conversation and manner."

Did Dallas ever actually visit Nashville? This we do not know for certain, but the presumption that he must have done so is an appealing one. He was a political leader of the Jackson forces for a number of years, and it was the custom at that time, in the absence of modern means of communication, to travel long distances to engage in political conferences. But whether or not he personally made a pilgrimage to the Hermitage is not, in my judgment, a particularly

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weighty factor in determining whether he eventually supplied the name for Bryan's distant outpost on the Trinity some years thereafter. It is reasonable to believe, in any event, that—in a community the size of Nashville, excited by the presidential campaigns of its favorite son—the political views of so active a supporter as Mr. Dallas must have been generally known and appreciated.

It is a tantalizing experience for any researcher to feel that some tiny key to an intriguing mystery is perhaps somewhere nearby, but rarely out of reach. Hours of research have concededly produced no categorical proof as to how the City of Dallas acquired its name. And yet the threads of coincidence and circumstance, weaving through the dissimilar lives of John Neely Bryan and George Mifflin Dallas, have constructed a sturdy fabric of supposition that the homesite of the former must have been accorded the name of the latter. Some day the key will perhaps be found, in the far recesses of some library or in some musty attic; but until that time there is some satisfaction in being able to report that if the City of Dallas was not named for that particular citizen-it should have been.

**THE 49TH** 

ANNUAL REPORT

OF THE

GREAT SOUTHERN

LIFE INSURANCE COMPANY

REVEALS

STRENGTH

SECURITY

**PROGRESSIVENESS** 

We offer careers of service with unlimited earnings throughout our territory— Alabama, Arizona, Arkansas, Louisiana, New Mexico, Oklahoma and Iexas.

### GREAT SOUTHERN

Life Insurance Company Founded 1909

#### PERTINENT FACTS FROM THE REPORT

#### SERVICE

SERVICE	
To new policyowners in 1957	
19016 contracts for	\$ 120,767,308
To reach a total of 266,907 policies for protection	
to policyowners of	902,513,943
Payments to policyowners and beneficiaries	
During 1957	10,629,505
During our 49 years	166,118,214
STRENGTH	
Admitted Assets	189,229,976
Principal Asset Items are	
Real Estate, at cost	
less depreciation	1,051,397

Real Estate, at cost	
less depreciation	1,051,397
Government Bonds	22,586,699
Municipal and	
Corporate Bonds	14,381,372
Selected First Mortgages	
on Real Estate	125,653,914
Corporate Stocks, at Market	5,330,189
Policy Loans	13,061,006
Amount Necessary to Fulfill	
Obligations to Policyowners	161,840,629
Additional Protection to Policyowners	24,868,905

Every year more and more provident people look to Great Southern for their financial independence

> DALLAS AGENCY P. H. Huffstetler, Manager 4314 North Central Expressway Dallas



### building again . . .



### and NOW

Yes, we're building again. It's not a big addition but many of our friends seem surprised that we are building at all with "conditions the way they are."

"Conditions" were unsettled when we announced plans for our new building in 1954. We thought then that our expanded facilities would suffice for a long time, but in the two years since we moved into that building our business has increased 39% because, regardless of "conditions," Dallas continues to grow.

And NOW . . . we're building again to offer better service and greater flexibility today, and expanded facilities to meet your growing needs tomorrow.

We're building now for a place in your future.



Johnston PRINTING COMPANY

2700 North Haskell

**TAylor 3-6191** 



Electric kitchen in employee Coffee Shop, Dallas Federal Savings & Loan Company building. Architect: George L. Dahl. Supplier: Huey & Philp. Electrical Contractor: Ling Electric, Inc.

For better food service from a, smaller utility area, business and industry are turning to electric kitchens. Both in compactness and capability the electric kitchen serving the employee Coffee Shop and Cafeteria of Dallas Federal Savings & Loan Company is typical of these modern, more efficient installations.

Cooler, cleaner and compact, this electric kitchen enables a smaller staff to serve more good food, more quickly..from a much more comfortable kitchen. And less valuable floor space is needed for the full food service unit, which includes two electric ranges, a back shelf broiler, two-deck roasting ovens, fry kettle and accessories, such as serving table and roll warmer.

Installation is easy and, of course, most economical when wiring for modern electric cooking is included in the building planning stage. A Dallas Power & Light Company engineer is always available for information and practical suggestions.

CLEANER, COOLER, COMPACT...THE

## **ELECTRIC KITCHEN**

SERVES
MODERN INDUSTRY BETTER



Th are h free turer factu mine and ' tiona turer Dalla azine addit local The o each Ame the F Pl

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DALL

### NEW AND EXPANDING BUSINESS

The name and fame of Dallas, Texas, are being spread throughout most of the free world by a single Dallas manufacturer. The manufacturer: Plastics Manufacturing Company. His products: "Melamine-plastic" dishes called "Dallasware" and "Texasware." During 1957 alone, national advertising carried the manufacturers message - along with the name of Dallas - to more than 200 million magazine readers. This does not include the additional millions of readers reached by local retailers advertising the products. The company now can count customers in each of the 48 states and throughout South America, West Europe, the Caribbean and the Hawaiian Islands.

Plastics Manufacturing which is wholly owned by Dallasites, made the nation's first melamine dishes for commercial distribution in 1945. Some 15 employees handled production in a small plant on Trunk Avenue, and the line was shown by one salesman. The firm's tremendous growth was climaxed last month when it moved to a specially designed plant on a 71/2 -acre plot at 2700 S. Westmoreland, where the dishes and other products are produced by some 300 employees who keep the plant in operation 24 hours a day, six days a week. The sales force of one has swelled to almost 50, with a showroom on New York's Fifth Avenue in addition to the Dallas offices.

Elgin B. Robertson is the founder and president of the company, with W. L. Cone, Sr., as vice president and general manager. These men take pride not only in the success of their company but in that they have been true pioneers in a new field. After making the nation's first

## 200,000,000 Hear of

melamine dishes, Plastics Manufacturing Co. went on to use the first "flock" type materials and the first "alpha-cellulose melamine" and made the first color-on-color plastic dish, the first texture-finish plastic dish, the first decorated plastic dishes, the first break-resistant tumbler and the first commercial fiberglass tray.

The list of "firsts" ends here. "Not because we lack ideas," said Mr. Cone, "but because of time. Give us a few more years and we'll continue to set the pace for the industry with similar projects. In fact, we have our eye on a few right now."

This "eye" is a complete Research & Development Department, which the company maintains, with four full-time graduate engineers. Their task is outlined by Mr. Cone as "constantly seeking new and better molding methods along with the designing and planning of new items." This constant search for superior products does not end in the research laboratory. On the production line, there are three men who do nothing but test dishes, constantly checking products as they are readied for shipping. Dishes are boiled in sulfuric acid, baked in heating ovens and given dozens of other tests to insure their lasting qualities. These periodic tests and the fact that every piece produced is inspected before shipping cause Mr. Robertson to claim that his standards are as high at those of any manufacturer in the

For absolute uniformity and to avoid delays, the company maintains is own de-

## Dallas and Dishes



CUPS are molded in machines especially designed for Plastics Manufacturing.



ENGINEERS examine new cup, planning improvements for future designs. Four graduate engineers staff the company's research and development department.



ALL DIES are made in the company's machine shop. This assures absolute uniformity and avoids delays.



### TRINITY INDUSTRIAL DISTRICT

the new home of T. M. SINGLETON EQUIPMENT CO.

For information about the Trinity Industrial District, consult your realtor or . .

INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Bldg., Dallas, RI 1-9424





### New and Expanding Business—

signing and tooling departments. To insure proper results, some of the plastic compounds used are blended in the plant from raw materials. Mr. Cone said he believed the Dallas firm was the only manufacturer of dishes in the world doing this today. Hundreds of thousands of pounds of raw materials a month are used.

In 1945 the company produced four dishes for sale to cafeterias, restaurants and similar establishments. Now their commercial line includes 42 pieces in five solid colors, 11 decorated dishes in nine designs, three sizes of trays in four colors, eight tumblers of different types plus a stem sherbert and stem goblet, a water jug, a bread basket and two sizes of ice buckets. The housewares line, introduced in 1955, includes 20 pieces of various sizes in 20 different patterns. The plant does no custom molding, and its entire production is handled by the company itself.

The products had no name when the line was first introduced, but within a year after the first dish was sold, all orders coming into the plant requested "Dallasware." When the housewares line was added 10 years later, the only natural name for it was "Texasware." Millions of pieces of Dallasware and Texasware are now shipped each month to top stores throughout the United States, West Europe and South America. Many institutions are also users of these Dallas products. Cadets of the U.S. Military Academy at West Point and Midshipmen of the U.S. Naval Academy at Annapolis eat from specially decorated Dallasware dishes.

Constant research has changed the dishes throughout the development years until today they appear almost as beautiful as china. Recently, the owner of a chain of drug stores visited the showroom at the plant to select dishes for the soda foundation in a redecorated store. After examining several patterns and looking at the dishes closely, he said, "These are mighty pretty, but we've saved thousands of dollars with plastic dishes, and we're not about to go back to china now."

Needless to add, he purchased a huge order of the melamine plastic dishes he had thought to be china.

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We would appreciate the opportunity of talking with you and working with you should it be clear our services will fill your need.

### WARREN K. BREDLOW

Advertising Agency 2303 Alice St. Dallas 1, Texas RI 7

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DALLAS . MARCH, 1958

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### New and Expanding Business

### National Ad Points Up Dallas Potential

Dallas' industrial potential has received national publicity with a full-page four-color advertisement of the Empire Central district by Windsor Properties, Inc. in the March issue of Fortune. Additional publicity for the city comes from 10,000 reprints of this article which W. C. Windsor, Jr., president of the corporation, sent to top business executives throughout the nation.

This handsome four-page folder, which includes a letter from Mr. Windsor along with the Fortune advertisement, was sent to the largest insurance companies doing business in Texas, the 2,000 largest companies in the nation and other large national firms selected by Mr. Windsor and his staff.

In his letter, Mr. Windsor, a vice-president of the Dallas Chamber, calls Dallas "a logical center from which to serve the nation." He further cites "the lowest tax rate of any city comparable in size... competitive banks exceeding in resources those found in 40 of our states... an insurance city ranking third in the nation... abundant natural resources for heat and power... a higher standard of living at salaries you will appreciate... and construction costs 50 per cent below those in many cities."

Link Trainer Company Opened. Link trainer instruction is now available at Precision Flight Navigation Company, 13400



LES T. POTTER, left, discusses the advantages for Dallas of the Empire Central concept with W. C. Windsor, Jr., president of Windsor Properties, Inc. Empire Central is the nation's first purely home office business district.

Preston Road. The new company is operated in conjunction with Southwest Air-Map Company.

The transmitter and three receivers can be tuned above the instrument panel in the new Link trainers, enabling the simulation of complete VFR and IFR radio procedures. Operators of the new concern are Ronald E. Bennett and Ogden Brower.



Don't let your phone books 
aget lost or beat...

Made from durable DuPont Fabrikoid — designed to hold both Dallas directories.

.. This twin action cover keeps them together and neat D

Call us for quantity prices with your advertising copy

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New and Expanding Business-



R. L. POLK & COMPANY's Southwestern district offices are housed in this new 12,000-square-foot building in the Brook Hollow Industrial District. The John F. Worley Company of Dallas also has its offices in the building.

Directory Publishers Occupy New Offices. R. L. Polk & Company, directory publishers, direct mail specialists, and statisticians for the automotive industry, have moved their Southwestern district offices into a new building at 7168 Envoy Court in Brook Hollow Industrial District.

The John F. Worley Company of Dallas, publishers of the Dallas City Directory, and a subsidiary of R. L. Polk & Company, also shares the new facilities.

All offices are air-conditioned; a coffee room and snack bar is provided for the use of employees, and a paved off-street parking apron will accommodate 44 automobiles.

Purchase of the building site was negotiated through Henry Maher of Majors & Majors, Realtors. Gower & Folson Construction Company was the builder. ▶ Wally Williams of Dallas, a store for women, has opened at 6024 Luther Lane in Preston Center. The owners are Wally Williams and Arthur Silverman, who have had wide experience in fashion merchandising.

Adams Silk Screen Studio has leased new facilities at 4011 Cedar Springs. Lease negotiations were handled by Jim Randolph, Bolanz & W. C. (Dub) Miller, Realtors.

Sherman A. Cox, Inc., manufacturer's representative for grocery store carts and metal baskets, has leased new facilities at 2651 Brenner Drive in the New Highland Industrial District. Jim Randolph, of Bolanz & W. C. (Dub) Miller, Realtors, handled the lease negotiations.

DALLAS ASSOCIATION OF INSURANCE AGENTS

DALLAS ASSOCIATION OF INSURANCE AGENTS

DALLAS ASSOCIATION OF INSURANCE AGENTS

PROUGLY PRESENTATION

YOUR

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SERVES YOU FIRST.

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DALLA

### New and Expanding Business-

- ▶ Payne & Howard, Inc., a newly organized Dallas distributorship for metal windows, doors and building panels, has occupied its new 7,500-square-foot office and warehouse building at 8604 Chancellor Row in Brook Hollow Industrial District. The brick structure is served by a rail spur, has two truck-loading doors and includes a large paved parking area. The builder was Charles P. Freeman, and Grady Jordan & Company, Realtors, handled lease negotiations.
- ▶ Thomas Company has leased a 5,500-square-foot building at 2809 Canton Street, and is installing new machinery for use in the firm's business of rebuilding water pumps exclusively for the automotive trade. The company formerly has been located at 3011 Main Street. Horace Vail of Henry S. Miller Company, Realtors, handled the lease negotiations.
- ▶ Sanger's has started construction on the store's one and one-quarter million dollar service center at 7601 Ambassador Row in the Brook Hollow Industrial District. The building, of fireproof steel and masonry construction, will provide 217,000 square feet of floor space, including a balcony where air-conditioned workrooms, lounge and lunch facilities for Sanger's associates will be located.
- ▶ Bearden Furniture Company has leased a 12,000-square-foot building at 908 Dragon Street in the Trinity Industrial District to serve as a central warehouse and buying office for the company's eight stores, four of which are in Dallas. L. H. Jackson has been named warehouse manager. Lease negotiations were handled by Horace Vail with Henry S. Miller Company, Realtors.
- Fox and Jacobs Construction Company has moved its general offices to 4926 Greenville Avenue.

### Beatty Engineering Co.

AIR CONDITIONING



2728 Mockingbird Lane FL 2-8735 Do

Dallas

## UHLER & CO.

### COVERING DALLAS COUNTY

with Outstanding

City and Highway Painted Bulletins • Electric Spectaculars

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DALLAS

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W. M. (Bill) Newman, Jr.

# planning

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customers



Larry Newman



# Commercial

PRINTING AND LETTER SERVICE COMPANY



John Lowe

DIRECT MAIL ADVERTISING SPECIALISTS

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WORLD'S LARGEST MANUFACTURER OF BUSINESS FORMS

### FAST FACTORY SERVICE FOR ALL OF TEXAS

Here business forms are manufactured for users throughout Texas. Moore's Denton, Texas, factory is equipped with the most modern high-speed forms printing equipment, producing a wide range of business form constructions. In addition, popular stock forms and sales books are in stock for prompt shipment. Contact your Moore man for "The Right Business Form for Every Form of Business."



GROUN \$200,0

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DALLAS

With voted to building first "Il The o

Moore has 23 other factories strategically located throughout the United States and Canada

### MOORE BUSINESS FORMS, INC.

1626 EDISON

DALLAS, TEXAS

\* SALES OFFICES IN MORE THAN 300 CITIES THROUGHOUT THE UNITED STATES

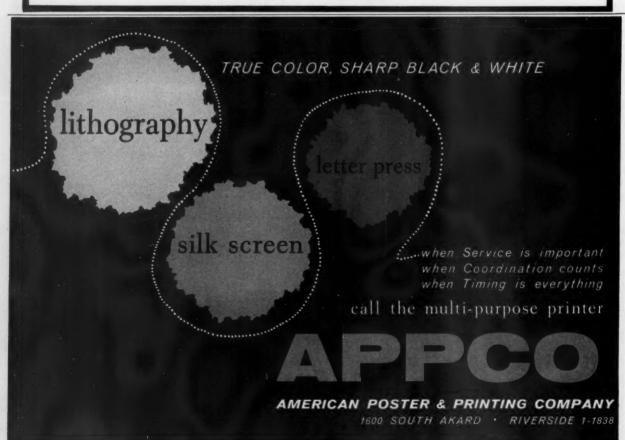












### New and Expanding Business-



GROUND has been broken for construction of Rogers Electric Supply Company's new \$200,000 headquarters at McCommas and North Central Expressway. The two-story, glass-and-brick structure will feature a lighting fixture showroom displaying over a thousand different illumination units.

Construction Started on Rogers Plant. The new home for Rogers Electric Supply Company, now being built on North Central Expressway, will provide 15,000 square feet of operating space.

With 6,000 square feet of this space devoted to fixtures and lighting systems, the building is designed to be the Southwest's first "Illumination Showcase."

The officers of Rogers Electric are W. A. Rogers, president; Harold Danchik, vice-president and lighting engineer; and

Francis E. Young, secretary and office manager.

▶ Hillcrest State Bank has broken ground for its new building addition at 6517 Hillcrest. The structure, to be built of reinforced concrete, will include expanded drive-in banking facilities, an enlarged lobby, offices in the mezzanine area, and a community room. The architect is Robert E. Alexander, and the contractor is the O'Rourke Construction Company. ABBOCIATION - CONVENTION
BHOW AND MARKET

Wanagement

DAVID A. SHAPIRD

1710 JACKSON STREET

RIVERSIDE 2:5352

DALLAB





#### STICKS AND STONES

"Sticks and stones may break my bones", is part of a rhyme children chant. But sticks and stones are also integral parts of printing. "A stick of type is a line of hand set type. Specifying a face without being aware if it is hand set or machine set linotype can make a big cost differential. "To a printer a stone is the surface on which a chase or form is placed to insure level printing surface before lock-up. "E Knowledge and experience are two ingredients of printing that come with time. That is why we continually refer to the fact that, since 1884, we have been in the printing business. "E That should mean something to you.

### THE DORSEY COMPANY

PRINTERS . STATIONERS . LITHOGRAPHERS . OFFICE FURNITURE

DALLAS, TEXAS

The Nation's First

## GRAPHIC ARTS CENTER

TO BE COMPLETED SOON AT

1037 YOUNG STREET

CONSTRUCTED AND OPERATED AS ANOTHER SERVICE

BY

### OLMSTED-KIRK COMPANY

DALLAS - FORT WORTH - WACO - HOUSTON

WHOLESALE PAPER
FOR
THE GRAPHIC ARTS INDUSTRY

OFFSET letterpress

You can rely on our traditional fine craftsmanship in both printing processes

HAUGHTON BROTHERS

DALLAS . MARCH. 1958

Nev

build sq. ft room tion. Broth

store

store space being ping of pany, shopp will h wood service front:

> floor of its firm's interv viewi cordination s

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### **Jamieson Film Company Expands**

Jamieson Film Co. of Dallas will soon complete the extensive expansion of their buildings located at 3825 Bryan. The 42-year-old firm will have an additional 7,000 sq. ft. costing about \$100,000. The new facilities will be composed of 64 separate rooms devoted to the various phases of industrial and TV motion picture film production. The buildings were especially designed by William E. Benson and Campbell Brothers were general contractors for the construction.

- ▶ A. Levine's, Inc., family department store and an F. W. Woolworth variety store will occupy 19,500 square feet of space in the 64,225-square-foot building being erected in Valwood Village Shopping Center by Valwood Investment Company, developers of the 42-acre regional shopping center. The new Levine's Store will have sixty feet of frontage along Valwood Parkway, while the Woolworth self-service store will have eighty feet of frontage along the thoroughfare.
- Sack's Employers Service is doubling its floor space in the Wilson Building as part of its fortieth anniversary celebration. The firm's enlarged quarters will have seven interviewing rooms, plus a private interviewing room for employers and tape recording equipment for testing the dictation speed of stenographers.
- ▶ Talley Auto Company has leased a 60,000-square-foot building at 2112 North Harwood for its English Ford and sports car dealership, retaining its present location at 801 North Pearl for sales and service of used and reconditioned sports cars. John Talley has been named general manager of the operation. Lease negotiations were handled by Horace Vail with Henry S. Miller Company, Realtors.
- ▶ Standard Store, Inc., silverware distributors, have announced the leasing of office and warehouse space at 4122 Commerce Street. The building consists of 20,000 sq. ft. of floor area and will contain the general offices, mailing room, printing shop, and warehouse. Watson and Watson, Realtors, handled lease negotiations with Standard Store, Inc., and Mid-City Realty Company.

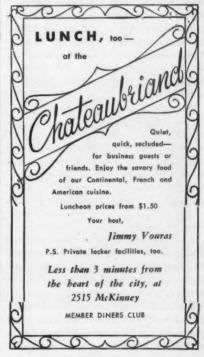
### UNITED FIDELITY

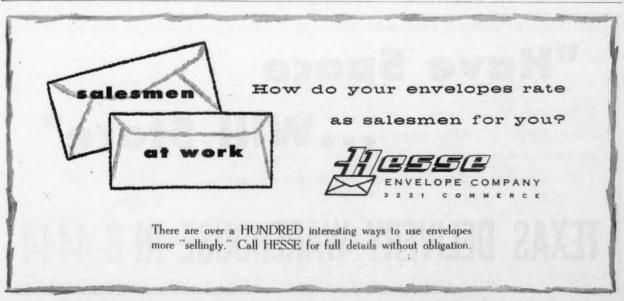
Life Insurance Company

DALLAS, TEXAS

CEDRIC BURGHER, Pres.







### Gaphic Arts

(Continued from page 23)

Printing Company, started in 1898, Robert Wilmans, Printer, Inc., begun in 1902, Walraven Brothers, established in 1903, Padgett Printing and Lithographing Company, started in 1903, and Johnson Printing Company, founded in 1905.

The customer is more interested in results than in processes. Dallas printers and publishers are recognized throughout the country for quality and for production ability. Local printers have won the coveted national "Bennie," a statue of Benjamin Franklin, for their outstanding work. Many Dallas magazines represent national and world-wide industries.

For more than a half-century Dallas has had a reputation for quality printing. The modern plants of Dallas have carried on this tradition and have also followed another trend in the industry, specialization.

Perhaps more than any city of its size in the nation, Dallas is known for the excellence of the annual reports of its banks and major industrial organizations. This reputation goes back to such pioneers for quality as Fred Johnston and Wm. H. Henson who fostered the developments of superior corporation reports.

Today, Dallas has plants, like Southwest Printing, which compete on precision color work with plants in New York and Philadelphia. It has plants like Bennett Printing, which moved to Dallas from Paris, Texas, to build a large volume operation. It has newer plants like American Poster and others in the theatrical and poster field, and modern business forms plants such as Rogersnap Business Forms which has developed plants to compete



FOR MAGAZINES, catalogues and multi-page production, the bindery is the last step. Above is a Sheridan Inserter operating at the Padgett Printing & Lithographing Co. This machine completely bands 5,000 to 9,000 books per hour.

with some of the largest manufacturers in this field in the nation.

Rogersnap has recently developed a Flip Out Carbon Copy Box which is now being sold over the United States and in foreign countries. This carbon second sheet dispenser box is a labor saving device that cuts non-productive work as much as 50 per cent. This item provides another illustration of the progressive outlook of the Dallas graphic arts industry.

Dallas is also the largest type center in the entire South. Such organizations as Jaggars-Chiles-Stovall, John A. Scott Company and others not only serve the Dallas Southwest but have customers across the entire South. Dallas is also the largest center of engraving in the Southwest with such plants as Wilson Engraving Company, Blanks Engraving Company, Southwestern Engraving and others who serve a wide territory. Dallas' two major newspapers, the *Dallas Morning News* and the *Dallas Times Herald* provide another illustration of the ranking of Dallas among the nations leaders in run of paper color.

Another significant development in Dallas' graphic arts importance is the building of the new Graphic Arts Center by Olmsted-Kirk Paper Company. The first facility of this kind in the nation, located next to the offices of the firm on Young Street, will include an auditorium, exhibit facilities, and meeting space for art and graphic arts groups.

The Graphic Arts Center will open in early April with a ten-day exhibit sponsored by the Dallas Advertising Artists Association.

"Have Space ...Will Store"

**TEXAS DELIVERY WAREHOUSE RI 8-4444** 



Gives Your ADVERTISING THE IMPACT OF

No other medium reproduces fine intricate detail as well as good LETTERPRESS

PRINTING.



FAST 2-COLOR PROOFING PRESSES

## We Serve the Letterpress Printing Industry

with the newest engraving equipment, to give your advertising the finest reproductions.

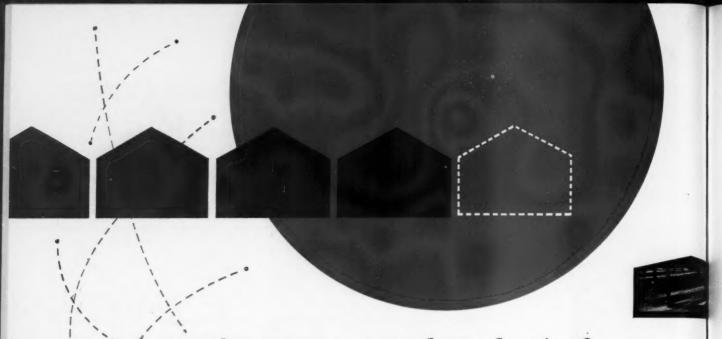
Some of the latest additions to our complete, modern engraving plant include this high-speed, precision equipment:

\* New Dow powderless etcher \* New two-color Vandercook proofing press, and paper conditioning cabinet \* New Robertson precision camera \* New conventional large etching machine, extra large powder cabinet and extra large burn-in stove.

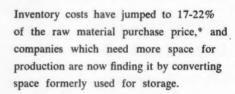


Call a Wilson man about your next photoengraving problem.

Phone Riverside 7-8755 • 2117 Commerce Street • Dallas, Texas



need room to expand production?



One firm reports they were able to expand work space by 25% without added construction. A thorough re-examination of their steel buying practice showed they could safely reduce inventories by relying on an established, well-equipped steel warehouse.

Now, before you even think of doing this, it's a must for you to know that no matter where you are in the Southwest United States, you can rely on McCormick Steel Company. McCormick brings you the carbon and alloy products of 19 major producers and a complete battery of steel processing equipment. But above all, McCormick brings you a reputation for fast, dependable service. For an objective analysis of your inventory problems, call McCormick today.

\*Reported in Iron Age, March 29, 1956.

McCormick Steel Co.

STEEL WAREHOUSE

deughter

Phone CH 7-3104 • P. O. Box 14224 • Dallas • TWX DL-151

Liste edition alphabetions. Ot the listed a gested and pl "Key."

of I

CHASE

2712 Mechan 1224

Guardi Ins. Ca 7180

HAYES

JENSE (DS-RS

LYLES Life of Jewelry

McFAI (CC-4)

SCHW 4113 : Buildin 3988

DALL



# KEY TO DALLAS

# Corrections

Mistakes: "The editor publishes his for all the world to see."

Listed below are corrections to the 1958 edition of the Key to Dallas in both the alphabetical roster and the classified sections. Only errors which have been called to the attention of the editors, have been listed and they are underlined. It is suggested that this errata sheet be removed and placed in your current copy of the "Key."

# Corrections to Alphabetical Roster of Dallas Chamber of Commerce Members

CAPRI MOTOR LODGE (HM-1)

Route 4, Box 275 BR 9-3697

Motels — 8250 VIII

CHASE BAG CO. (M-5)
1111 S. Lamor (2) RI 2-3286
Bags, Textile — 0528, 0500, 0504,
0508, 0514, 0516.

GIRARD LIFE INS. CO. (I-4)

Guardian Life Bldg. (2)
Ins. Carriers, Accident and Health (Stock)

LONE STAR ELECTRONICS CO. (M-1)
5523 Dyer (6) EM 1-4137
1336, 3468

McFADDEN & MILLER CONSTR. CO. (CC-4)

 WILKINSON BROS. CO. (W-3)

Corrections, Classified Section —

0500 BAGS-BURLAP, HEMP & JUTE
CHASE BAG CO. (M-5)
1111 S. Lamar (2) R1 2-328

0504 BAGS, COTTON CHASE BAG CO. (M-5) 1111 S. Lamar (2)

0508 BAGS, FRUIT & VEGETABLE,

CHASE BAG CO. (M-5)
1111 S. Lamar (2) R1 2-3286

0528 BAGS, TEXTILE

CHASE BAG CO. (M-5)
1111 S. Lamar (2)
R1 2-3286

1536 ELECTRONIC EQUIPMENT AND SUPPLIES

GREEN, JOHN A., CO. (MR-1)
6815 Oriole Dr. (9)
LONE STAR ELECTRONICS CO. (M-1)
5523 Dyer (6)
EM 1-4137

3468 RADIO EQUIPMENT & SUPPLIES WILKINSON BROS. CO. (W-3)

3670 SCALES, INDUSTRIAL

JENSEN, CAY M., EQUIPMENT CO. (DS-RS-1) 1610 Hall (4) ....... TA 1-9218

3838 SIGNS, PLASTIC

3842 SIGNS, PORCELAIN

3988 STEEL ROOF DECKS

4356 TRUCKS, FORKLIFT, ELECTRIC

JENSEN, CAY M., EQUIPMENT CO. (DS-RS-1) 1610 Holl (4)......TA 1-9218

4859 CONTRACTORS, GENERAL

7180 INSURANCE CARRIERS, ACCIDENT & HEALTH (STOCK)

GIRARD LIFE INS. CO. (1-4)
Guardian Life Bldg. (2) .... RI 1-684

7803 PHOTOGRAPHIC MAPPING, AERIAL

7814 PHOTOGRAPHY, COLOR

7815 PHOTOGRAPHY, COMMERCIAL

HAYES PHOTOGRAPHERS (PS-1)
2908 Live Oak (4)......TA 7-304

7866 TRUCKS, INDUSTRIAL REPAIR

JENSEN, CAY M., EQUIPMENT CO. (DS-RS-1)
1610 Hall (4)......TA 1-921

8250 MOTELS

8888 PUBLIC RELATIONS
COUNSELORS

 The South's Leading Art Material Store

THE RUSH CO.

### BUSINESS PROPERTY

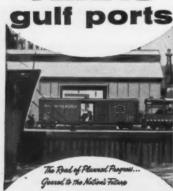


1712 Commerce St. • Dallas • Phone RI 1-9171



Symbol of Satisfaction to Shippers to and from these

# TEXAS



### APPOINTMENTS AND PROMOTIONS



WILLIAMS



GEORGE W. WILLIAMS has been appointed acting manager, and E. M. BOND has been named sales manager of the Dallas branch of the Chase Bag Company of Chicago. Mr. Williams, who has been in the bag business for over 37 years, was most recently a special representative for Chase Bag in the area served by its Dallas Branch. Mr. Bond became associated with Chase in 1950 as a sales representative in New Orleans. Before his recent promotion he was assigned to the firm's Chicago sales office for six years.

R. ED STEPHENSON has been appointed Sales Manager for Neuhoff Bros. Packers, Dallas. Mr. Stephenson came to Dallas from Miami, Florida.

BRUCE DAIGLER has been appointed district manager at the Dallas office of Swissair — the airline of Switzerland, Mr. Daigler joined Swissair in 1954 and for the past year has been resident sales representative for upstate New York. His new territory includes Texas, Oklahoma, Arkansas and Louisiana.

ROBERT W. BURNHAM has joined Southwest Printing Company, Inc., as an account executive in charge of four-color process and quality printing orders. Mr. Burnham, former production manager for Sam Bloom Advertising Agency, is a graduate of the University of Alabama. He is president of the university's alumni group in Dallas and a member of Sigma Delta Chi.



LEON W. ELLSWORTH has been advanced from secretary to the newlycreated position of vice-president for administration of Southwesthern Life Insurance Company. A home office staff member since 1921, Mr. Ellsworth will continue to head the administration department of the company.

THEODORE R. TREFF, chief accountant and assistant secretary of Bell Helicopter Corporation, has been named controller of the firm. Mr. Treff, a graduate of the University of Miami, joined Bell in 1952 as assistant chief accountant and was promoted to chief accountant a year later. He was named assistant secretary last February.

We make Advertising Mats by the direct pressure method for Manufacturers and Wholesalers Typogr aphic





Symbol of leadership in WORKMEN'S COMPENSATION Insurance

Outstanding opportunities in Sales, Claims, Engineering and other departments for qualified young men.

# PORTRAIT OF A PROUD EXECUTIVE

His company just received dividends totaling thousands of dollars on its workmen's compensation insurance... because he chose Texas Employers' Insurance Association as his insurance carrier.

This executive realizes that insurance costs are as much a part of operating costs as raw materials, labor or taxes. And he is justifiably proud of his judgment in choosing TEIA to help him reduce his expenses.

This example is re-enacted each year by hundreds of policyholders of Texas Employers'. TEIA was created to insure employers at cost. During 1957, it saved and returned to policyholders over \$4,500,000 in dividends and discounts, making a total of over \$55,500,000 returned since organization.

Call your nearest TEIA office today for an estimate of the savings possibilities available to your company. You'll be glad you did.

THERE'S AN OFFICE NEAR YOU

TEXAS

A. F. ALLEN, Chairman of the Board BEN H. MITCHELL, President EMPLOYERS

Insurance Association

HOME OFFICE

**Employers Insurance Building** 

DALLAS, TEXAS

Service Offices: ABILENE - AMARILLO - AUSTIN - BEAUMONT - CORPUS CHRISTI - DALLAS - DALLAS (Osk Ciii) - EL PASO - FORT WORTH - FREEPORT - GALVESTON HARLINGEN - HOUSTON - LUBBOCK - MIDLAND - GDESSA - PORT ARTHUR - SAN ANGELO - SAN ANTONIO - SHERMAN - TYLER - WACO - WICHITA FALLS



who's afraid of the big

### HARD SELL?

Some folks seem to have the idea that
"Hard Sell" is a bogy man..a refugee from the
depression days. They whisper, as though
coming events were casting a shiver,
"Hard Sell is back!" We say, "He's never been
away. He's been a respected and forceful
member of the Rogers & Smith family
since 1917, directly responsible for the growth
of our clients and our agency. We like him."

Our Creative Marketing Department is at your disposal. Telephone RIverside 1-6044—Dallas



### Rogers & Smith Advertising

Established 1917

DALLAS • KANSAS CITY • CHICAGO

### **Appointments and Promotions**—



CARTER

SMITH

BRIGADIER GENERAL LUTHER STEVENS (LUKE) SMITH, USAF (Ret.), has been named director of public relations for Temco Aircraft Corporation. SYDNEY H. CARTER, former director, has been named director of sales advertising and sales promotional material, as a member of the staff of John A. Maxwell, Jr., Temco vice-president for sales, contracts and programming. General Smith has been with Temco as assistant to the president since October, 1953. He will continue in that capacity with public and stockholder relations as additional duty.



WALTER J. CORBETT has been appointed Dallas district sales manager for Ford Division. Mr. Corbett joined Ford Motor Company in 1946 as a sales clerk in Salt Lake City. He held a variety of positions in the sales office there and was named assistant district sales manager in 1952, and district sales manager in January, 1954.

# ELECTROTYPERS SAM ROSS MCELREATH CO.

DALLAS . MARCH, 1958

Appoi

FORRE pointed promoting Stores in ten year Worth moves unorthern Fort W

land.

DALLAS

### **Appointments and Promotions**—



FORREST W. STOUT has been appointed vice-president and merchandising-promotions manager for all 7-Eleven Food Stores in Texas. Mr. Stout joined 7-Eleven ten years ago as a storeman in the Fort Worth district. In his new position, he moves up from a similar post in the firm's northern division which includes Dallas, Fort Worth, Arlington, Irving and Garland.

Is your money unemployed or working part-time?

IF SO ...

Put it to work on a full time basis with safety and convenience. 31% ON YOUR ON

EACH ACCOUNT INSURED UP TO \$10,000

### AMERICAN SAVINGS & LOAD

Downtown Dallas • 1700 Commerce at Ervay • RIverside 1-4191 "The Savings Corner" where SAFETY and PROFIT meet.





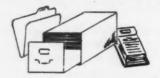


As Advertised in TIME Magazine

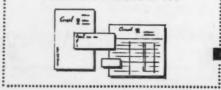
The Revolutionary

# **CLUTTER-PROOF DESKS**

STATIONERY SUPPLIES



PRINTING AND LITHOGRAPHY



cures bad working habits and saves time!

This Shaw-Walker desk is "time-engineered" to eliminate clutter, confusion and wasted motions . . . to keep desk top clear of everything but the immediate job. It's the most comfortable working top ever invented—and the most beautiful. See it at Clarke and Courts.

# CLARKE & COURTS

3946 North Central Expressway
Phone TAylor 3-8183

DALLAS . MARCH, 1958

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### **Appointments and Promotions**—

VERNON V. VAN LEUVEN has been promoted to regional vice-president in charge of the Southwestern region of the New York Life Insurance Company. Mr. Van Leuven, who joined New York Life in 1928, directs the activities of 17 New York Life general offices in five states. Special agent JIM WADE has been transferred from the company's San Antonio office to its Dallas general offices. Mr. Wade, a graduate of West Point, is a life member of the Million Dollar Round Table, as well as leading producer in the company's Southwestern region in January.

WENDELL FIELDS, JR., has been appointed a sales engineer for Delta Steel Building Company. Prior to joining Delta, Mr. Fields was with American Kitchens Division, Avco Manufacturing Corporation, as southwestern regional manager.



**DEAN HARTWELL** has been promoted to assistant to the vice-president in the household goods department of Interstate Trinity Warehouse Company. Mr. Hartwell has been with the warehouse firm for approximately fifteen years, and has had wide experience in accounting, insurance, purchasing, personnel, safety work, and the planning of moving and storage.

GENE RICE has been appointed manager of factory sales for Southern Cleaners and Laundry Supply Company. Mr. Rice, a textile engineer, is a graduate of the Philadelphia Textile Institute.



JAMES V. MELTON has been promoted to vice-president of Pollock Paper Corporation. Mr. Melton joined Pollock as a trainee following his graduation from Southern Methodist University with degrees in electrical and mechanical engineering. A veteran of more than 25 years with Pollock, he has for the past 15 years served as sales director for the bakery, frozen food and specialty packaging divisions.

ELMER S. HAYES, JR., has joined SPACE Corporation of Dallas and Garland as senior project engineer, consultant and supervisor for the firm's oil and petrochemical instrumentation and process-control operations. Mr. Hayes' qualifications include over 20 years of diversified engineering and instrumentation experience with Monsanto Chemical Company, Chemstrand Corporation, and Brown & Root.



years ago

William McKinley was
President, Hawaii was
annexed to the Union
and, here in Dallas,
Etheridge Printing Co.
opened its doors to
start a tradition of
service that has
earned the praise of
three generations of
business in the Southwest.



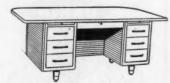
- PRINTING
- LITHOGRAPHING
- ENGRAVING
- OFFICE SUPPLIES

ETHERIDGE PRINTING COMPANY

Since 1898

1812 N FIELD . RI 2-8101

## HoosierITE FUNCTIONAL



a practical series of modern furniture created to solve space-making and convenience problems.

Distributed in Dallas by

VANCE K. MILLER CO.

1916 MAIN STREET

Riverside 2-9091

MEMBER SOCIETY OF INDUSTRIAL REALTORS

# HOWELL H. WATSON Realtor



Fidelity Union Life Building . DALLAS . Phone RI 1-1793

# REAL ESTATE LOANS

MURRAY

"Real Estate Financing Since 1908"

1315 PACIFIC AVENUE

# LANE SHIPPING CONTAINERS

### **ECONOMICAL**

Custom-designed and pre-tested for safe, economical transit and product identification. Get estimates from your Lane engineer.

Let Lane
Package
Your Product



10212 Denton Road Phone: Fleetwood 2-4814

Dailas, Texas TWX-DL-318

ALL SIZES AND SHAPES

### **Appointments and Promotions**—



VIRGIL PETTIGREW has been promoted to manager of estimating and controls for Temco Aircraft Corporation. Mr. Pettigrew, formerly superintendent of quality control engineering, joined Temco six years ago after serving as an engineering planner with McDonnell Aircraft Corporation in St. Louis. He holds an aeronautical engineering degree from the Massachusetts Institute of Technology.

W. A. (BILL) HAMMER has been appointed metallurgical engineer for Earle M. Jorgenson Company, distributor of steel and aluminum products. Prior to joining Jorgensen, he was manager of the screw division of Nacaco, Inc., of Dallas. A chemical engineering graduate of Purdue University, Mr. Hammer is a member of the American Society for Metals and a registered professional engineer in the State of Texas.

BILL V. CROMWELL has joined the creative staff of the Dallas office of Erwin Wasey, Ruthrauff & Ryan, Inc., national advertising agency. Mr. Cromwell was most recently Sales Promotion and Merchandising Manager for Champlain Oil and Refining Company, Oklahoma Division, Oklahoma City.



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DALLA

### Appointments and Promotions-



PHIL W. KERR, recently retired with the rank of lieutenant commander after 29 years of service with the United States Navy, has been employed by Southwest Airmotive Company as administrative assistant in its jet engine overhaul division. The division is engaged in the overhaul of jet power-plants for both the Navy and the Air Force. Commander Kerr came to Southwest Airmotive after serving three years as director of the engineering division of the Navy Bureau of Aeronautics office in Dallas. Prior to that time, Commander Kerr was aircraft assignment officer on the staff of the commander of the Naval Air Force with the Atlantic fleet. with headquarters at Norfolk, Va.

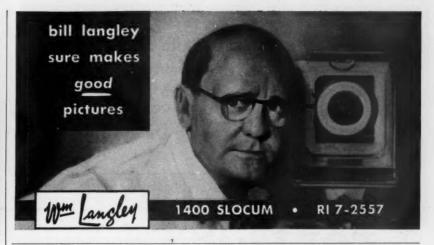
DALE B. JOBSON has been appointed special Dallas agent for Northwestern Mutual Life Insurance Company of Wisconsin, which is now opening a general agency in Dallas. Mr. Jobson is temporarily located at 1412 Tower Petroleum Building.

ARCHIE M. BROWN has been named Dallas Division Manager for Investors of America, Inc., investment manager and distributor for Liberty Income Fund, Inc., mutual investment company with headquarters in Houston. Mr. Brown will be in charge of sales both in Dallas and the North Texas area.

### EOUIPMENT RENTAL

- Motor Cranes
- Draglines
- Trenchers
- Backhoes

DALLAS . FORT WORTH CRANE SERVICE IN THE SOUTHWEST



need space in dallas?

will BUILD and LEASE ...

to your requirements ...

### OFFICE BUILDING, Warehouse, etc. . . .

several excellent locations with ample parking available for established concern

### G. E. MILLER & CO.

P. O. BOX 866 . DALLAS, TEXAS

### PROFITABLY

# with BIG JOE CHALLENGER

For the Efficient Lift Truck Job at Lowest Cost

· Moves in 28" aisles

\$397.50 . 1500 lb. capacity

More Than 40 Big Joe Models

A Proven Materials Handling Line Low in Cost, High in Performance

- · Pollets
- · Pollet Dollies
- Rocks
- · Bridge Ramps
- Flexangle · Lift Trucks
- Warehouse Trucks · Conveyors

### . A. TAYLOE CO.

Materials Handling Equipment

### LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL AND DEFENSE PLANT ORDERS

### OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TA 1-5194



**Appointments and Promotions**-

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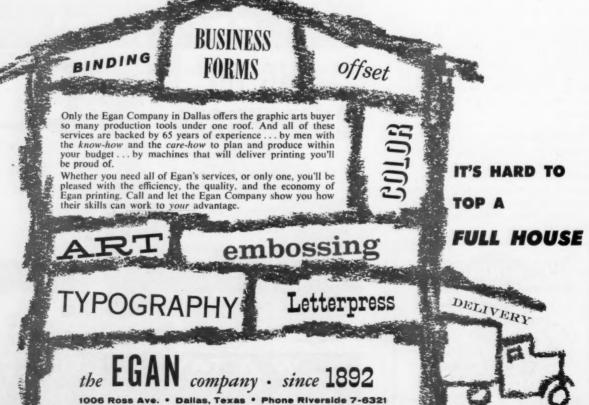
1209 N

DALLAS



L. J. N. (LES) KELIHER has joined the security sales department of Dallas Rupe & Sons, Inc., with offices in the Republic National Bank Building. A life-long resident of Dallas, Mr. Keliher has a Bachelor of Business Administration degree from Southern Methodist University and a Master's degree in finance from the University of Michigan. He is a member of the American Management Association.

SEE



### Appointments and Promotions-



CHARLES W. SETTLE has been appointed resident partner of Smith, Lott, and Settle Insurance Agency, a new company with offices in room 1000, Corrigan Tower Building. A native of Dallas, Mr. Settle has been in the insurance business since 1953 and was formerly field representative for Aetna Casualty & Surety Company in Dallas and Lubbock. Other partners in the new company which will handle all lines of property and general insurance are Harold M. Smith and A. L. Lott, Jr. of Lubbock.

ROBERT H. FOSTER has been named vice president of T. J. Bettes Company's Dallas office. Mr. Foster has been with the Bettes Company for 11 years and for the past four years has served as assistant vice president. He attended Texas A & M, the American Institute of Banking, and is a graduate of the Northwestern School of Mortgage Banking.

LOUIE N. COLEMAN, former manager of the hardware division of Huey & Philp Company, has been appointed sales manager of the Dallas branch of the company's hotel supply division. NORWOOD W. BEACH JR. has been promoted to assistant manager of the hotel supply division; and HOMER HAGGARD is the new manager of the Industrial Dept.

"68 Years in Dallas"

### J. W. LINDSLEY & CO.

Realtors — Insurors

Specializing in

- · Property Management
- Business Property Sales & Leases

1209 Main St. • Phone RI 2-4366

### CHALKBOARDS

Framed - Unframed All Styles and Sizes

BULLETIN BOARDS.\_\_FLANNEL BOARDS.\_\_TEACHING AIDS.\_\_EASELS.\_\_FLAGS

DUPLICATING MACHINES AND SUPPLIES.\_\_STEEL FOLDING CHAIRS

### PRACTICAL DRAWING COMPANY

2205 COCKRELL - DALLAS

PHONE HAmilton 8-1521, Ext. 11 or 17

Pick Up and Delivery City Refrigerated Service Warehousing





Prompt and Courteous Service

Car Unloading Commercial Moving

\* DELIVERY SERVICE AND STORAGE

1321 DRAGON STREET

DALLAS 7, TEXAS



Metropolitan

SAVINGS AND LOAN

current rate compounded semi-annually

1400 Main Street

Dallas

RI 1-5101

# Closed-Circuit Television Sales · Service · Rentals



FOR BANKS, WAREHOUSES, DEPARTMENT STORES, FACTORIES

- Spot production bottlenecks
- Additional security at less cost
- Personnel training
- View records from central file

COMPLETE SYSTEM LAYOUT AND INSTALLATION

Carter

Call For FREE Demonstration Today!

ENGINEERING COMPANY

6762 Greenville Ave.

Phone EM 8-6453



Established

1857 Sanger Bros.

Opened Dallas Store in 1872

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Huey & Philp Company

Wholesale Hardware, Hotel and Restaurant Supplies & Equipment

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation, and Distribution

1876 Trezevant & Cochran

1878 National Bank of Commerce

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1000 I W Lindsley

1889 J. W. Lindsley & Company Real Estate and Insurance

1890 William S. Henson, Inc.

1893 Oriental Laundry and Cleaners

Finer Laundering, Cleaning, and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



THIS ornate building was a bee hive of activity in the Dallas printing industry at the turn of the century. It housed two leading Dallas publications and in this same building, Fred Johnston set up the first small operations of the Johnston Printing Company in 1905. One of the organizers of the Dallas Advertising League and president at the time of the 1912 Convention of the Associated Advertising Clubs of the World, Fred Johnston helped lay the foundations of present day Dallas prestige in printing and advertising. The early day league was made up primarily of leading business men and among these was Hugo Schoellkopf, now Board Chairman of the Schoellkopf Company. Founded in 1869 this firm helped make Dallas the nation's largest center for the manufacture of harness and saddlery a half century ago. With other leading Dallas business men, Hugo Schoellkopf was a member of the General Committee for the 1912 convention and played an important part in making it one of the great events of Dallas convention history. Today in its eighty-ninth year the firm is managed by sons and grandsons of the founder. In the front rank of Dallas business today as a half-century ago, the Schoellkopf Company is known wherever fine leather goods are sold over the nation.

### **Business Confidence Built on Years of Service**

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dalias business planeers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dalias Southwest.

Established

1898 Lang's Floral & Nursery Co.

The Southwest's Foremost Florish Decorators, Nursery Landscape Service

1898 Praetorian Mutual Life Ins. Co.

(Formerly The Praetorians)

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Good

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and Home Elevators

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1903 First Texas Chemical Mfg. Compan

1904 Burton & Wilkin

Over 100 Kinds of Insurance Sold

1906 Hesse Envelope Company

Manufacturers of Envelopes and File Folders

1911 W. W. Overton & Co.

1912 Stewart Office Supply Company Stationers — Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance A11 A

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